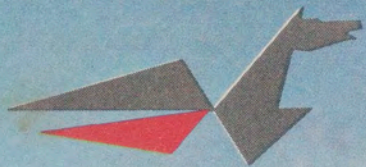


1959

NEW FOR 1959...

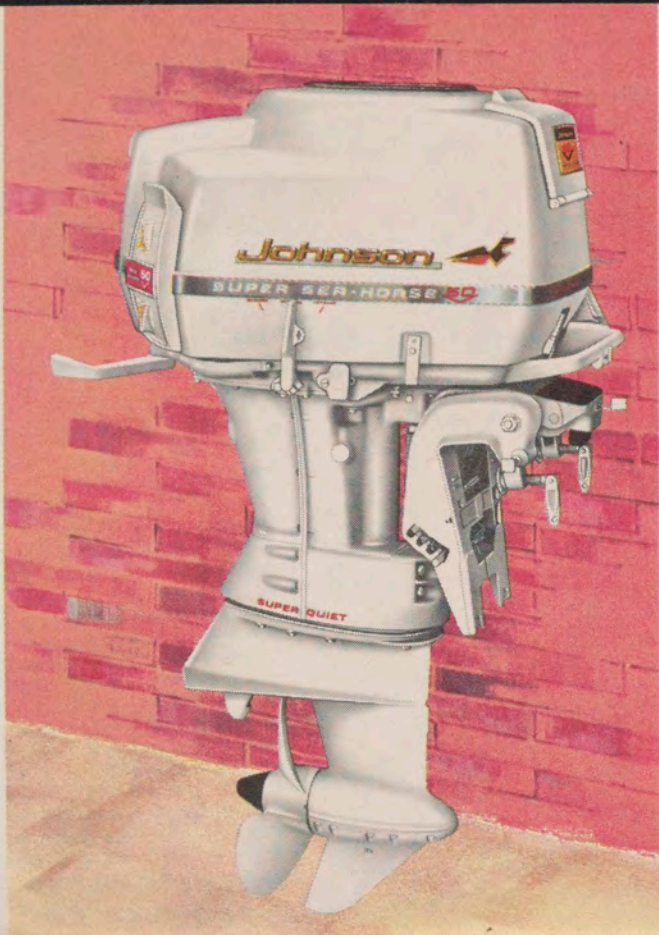


Johnson Dynautical Design

GOES BETTER WITH YOUR BOAT! MAKES YOUR BOAT GO BETTER!



Antique Boat Museum



Johnson

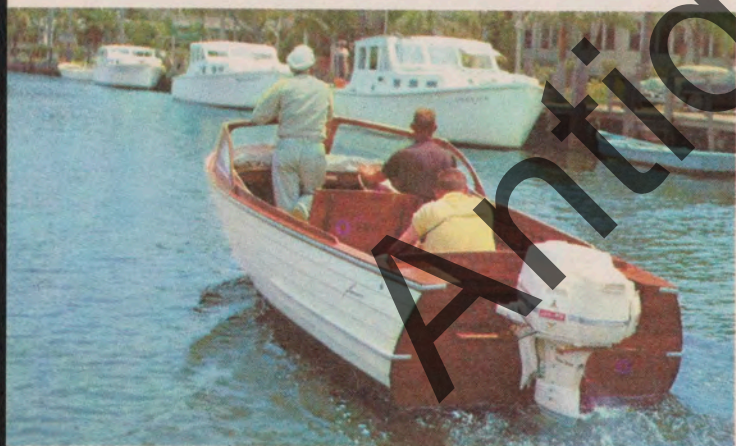
SUPER
SEA-HORSE

V-50

This is the captain of Johnson's Flying White Fleet for '59 . . . the "gold braid" of tomorrow's outboarding fun! From the gleaming gold crown on its hood to the tip of its newly designed propeller, the Super Sea-horse V-50 is destined to reign as king of the waterways this year.

Starting is electrical—just turn a key! Hoods are of new fibreglas-reinforced plastic for impact resistance, complete corrosion protection, light weight and great strength! Color is a warm new white, as bright as the cap on a breaker . . . the best paint ever used on outboards.

The magnificent heart of this Sea-horse is the revolutionary V-4 engine . . . 70.7 cubic inches of surging power. This is power to spare . . . to laugh at cruiser loads . . . to give you plenty of speed on lighter craft. Yet smoothness, quietness and cat-like response are the hallmark of this truly great V-engine. This is Dynautical Design, exclusively yours in the world's most dependable outboard motor!



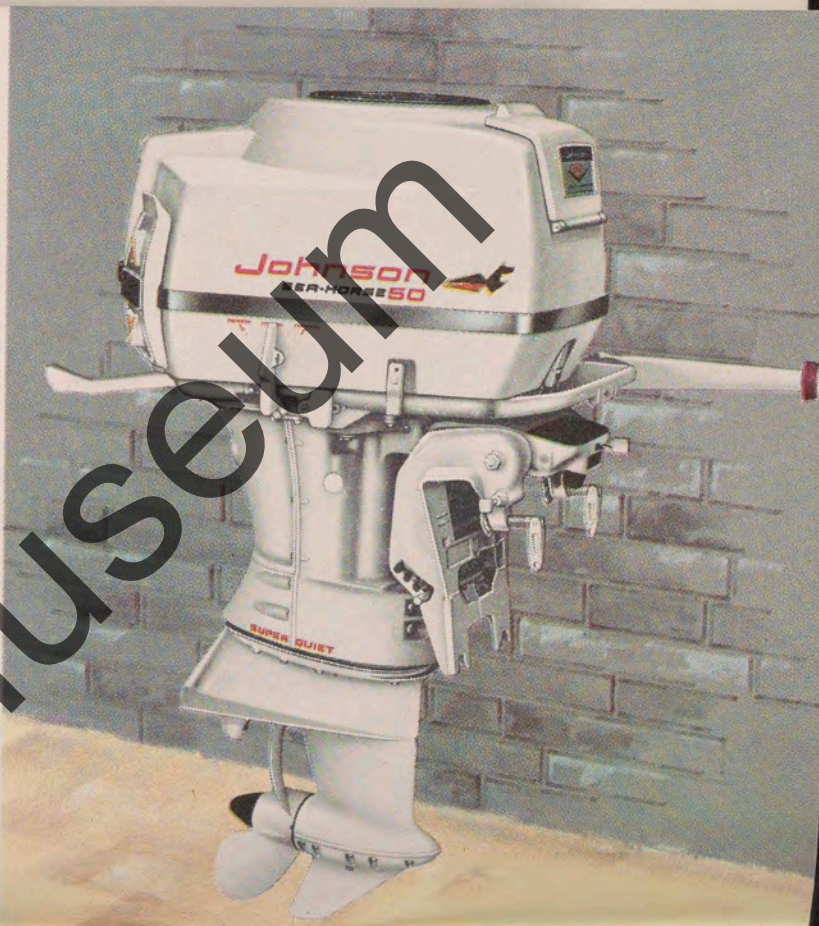


Johnson

SEA-HORSE

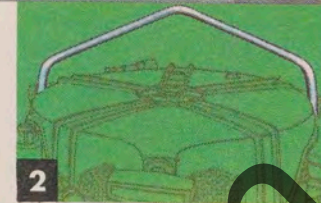
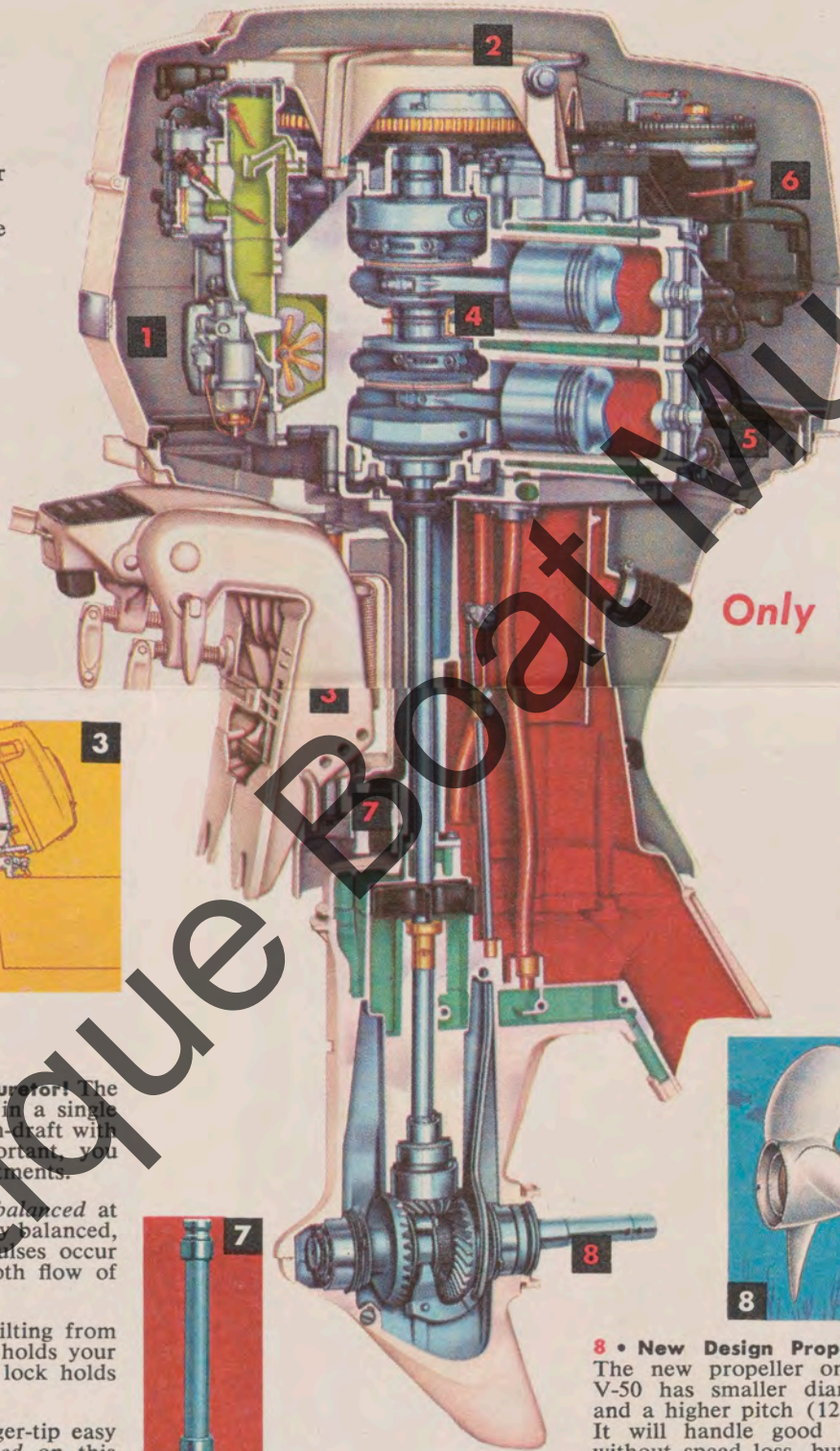
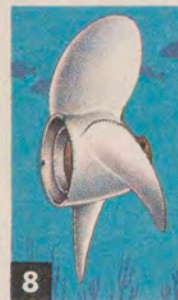
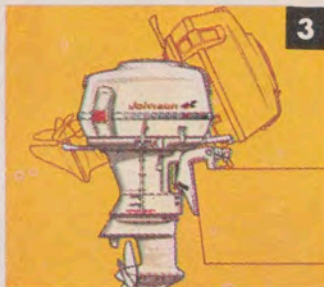
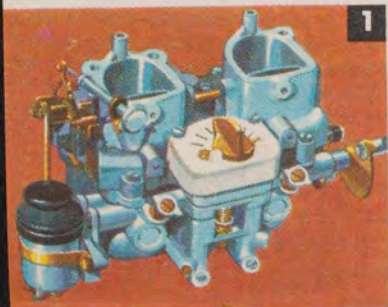
V-50

Here's bigness that's quiet . . . bigness with classic styling . . . bigness with a load-lugging heart that will work for you effortlessly, tirelessly year after year. This is the carefree, wear-free Sea-horse V-50, that delivers a full 50 horsepower with no strain! This great V-engine is ideally suited for commercial work, and priced to please, too. Manual starting is just as quick and easy as with the Sea-horse 35. All other features of the big Super are included in this outboard . . . super-quiet, super-smoothness and above all, super-dependability. Full gearshift, thermostat-controlled cooling system, premium paint, needle, roller and ball bearings on all critical moving parts . . . all Dynautical Design features that simply mean longer life and higher value. See the difference. Try the difference. Price the difference. You'll be proud to own this bold, big Sea-horse.



Johnson PRECISION-ENGINEERED V-50 FEATURES FOR 1959

For 1959, Johnson's exclusive DYNAUTICAL DESIGN brings you and your family more complete enjoyment of boating . . . a motor that complements your boat . . . a motor of practical beauty that is more than skin deep. Dynautical Design gets to the very heart of these dependable Sea-horses, and brings you superior performance, and a form of dependability that even Johnson never offered before!



1 • No Mechanic Needed to Operate This Carburetor! The V-50 features *one* carburetor with two barrels in a single body, with a common butterfly shaft. It is down-draft with each barrel feeding two cylinders. Most important, you only use *one* lever to set *both* high-speed adjustments.

4 • Engine Balance! This engine is *inherently balanced* at engine speed. Reciprocating forces are completely balanced, reducing vibration to a minimum. Firing impulses occur every 90 degrees giving an exceptionally smooth flow of power to the crankshaft.

3 • Easier Tilting! A tilt spring-assist makes tilting from within the boat easy . . . a tilting clamp lock holds your motor up for highway travel, and another tilt lock holds your V-50 out of the water while moored.

7 • Anti-Friction Steering Pivot! Steering is finger-tip easy with the V-50, because your motor is *balanced* on this pivot. Sealed needle bearings which *never need attention* are located at both ends of the pivot shaft.

2 • Built-In Lifting Ring! Added convenience on the V-50 is a built-in lifting ring of cadmium-plated steel. It folds out of the way when not in use.

5 • Thermostat-Controlled Cooling System! Smoother performance and longer engine life at all engine speeds are provided by Johnson's recirculating water-cooling system, regardless of outside water temperatures!

6 • High-Output Magneto! This distributor-type of magneto is easily accessible, and can be removed in one piece for service. Anti-friction mounting bearings give it exceptionally smooth operation.

Only the V-50 has all these features

4-cylinder "V"-engine, single die-cast engine block
70.7-cubic-inch piston displacement

Rigid, short, stainless steel crankshaft—*only* 14 $\frac{15}{16}$ inches long

A single down-draft carburetor, twin-barrel, with ONE simplified, synchronized high-speed adjustment lever

High-output unit magneto, distributor-type, mounted on anti-friction bearings

High-efficiency suction-type fuel pump

Thermostat-controlled recirculating water system

Anti-friction needle, roller and ball bearings on critical moving parts

Super-sealed motor cover

Super-quiet rubber cushion mounting system

Safety-Master Slip-Clutch propeller

Full gearshift—forward, neutral, reverse

Trailer tilt lock for highway travel

Tilt lock for use on water

Quick-clamp single hood latch

Automatic Fuel-Saver throttle linkage—up to 20% fuel savings

Easy-access doors for spark plugs

Highest-quality long-life premium automotive paint finishes

Complete inside-and-out protection against fresh and salt-water corrosion

Fitted for Johnson Ship-Master Remote Control

Fitted for Johnson Power-Master 12-volt generator system (Super V-50 only)

Complete with 6-gallon Mile-Master Fuel System

8 • New Design Propeller! The new propeller on the V-50 has smaller diameter and a higher pitch (12x14). It will handle good loads without speed loss, but will provide considerably higher speed on light boats.

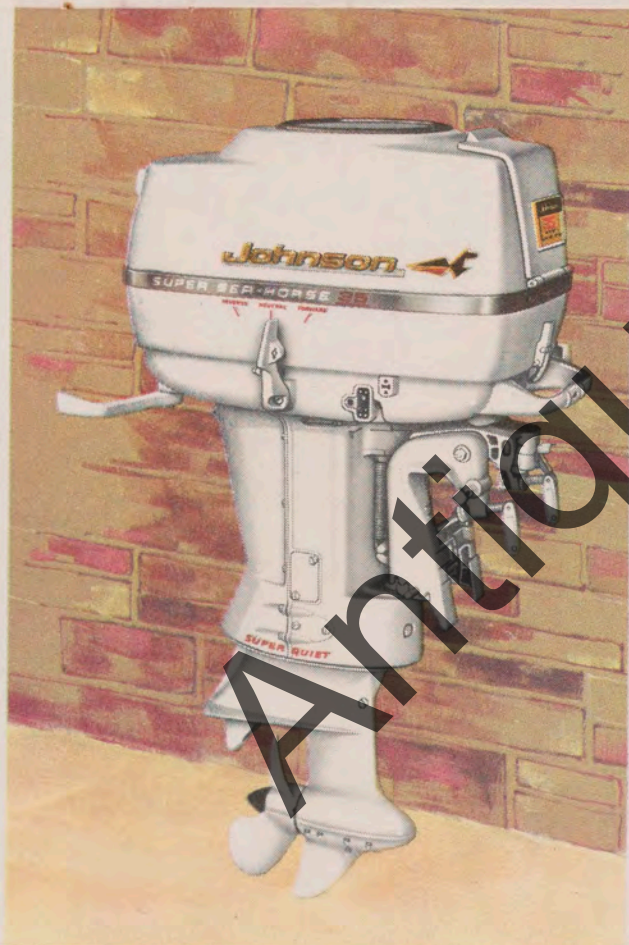


Johnson SUPER SEA-HORSE 35

Super smooth is the word for the versatile Super Sea-horse 35 for 1959. Dynautical Design gives this outboard a classic appearance that will complement the styling of your boat. Johnson experience gives it engine characteristics that make it ideal for heavy loads . . . perfect for swift runabouts . . . choice for water skiing . . . and, in twin combination, a smooth power pack for cruisers.

Every major convenience engineered into the big V-50 is also yours on the fabulous Super 35, from key-turn electric starting to the amazingly efficient silencing system.

Fuel-saver throttle linkage for gas economy, thermostat-controlled cooling system for longer life, nylon pivot bearings for easy steering, complete corrosion protection . . . and many more dependability features make this superb outboard motor a favorite for all-family use.





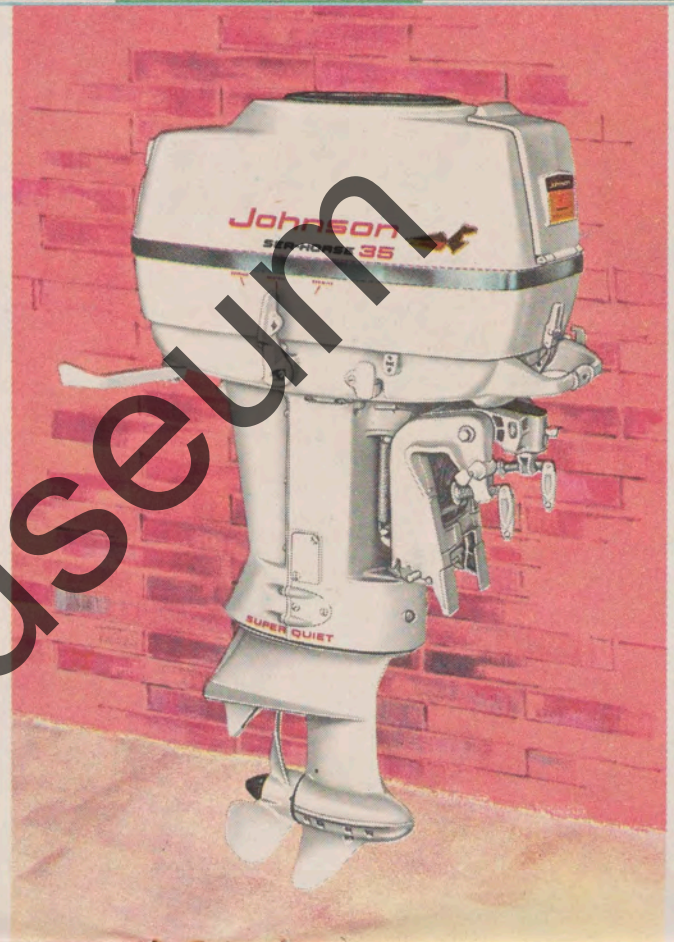
Johnson

SEA-HORSE 35

Dynauctical Design does the job when it comes to the lower-priced big Sea-horses, too! The Sea-horse 35 has the same classic styling as the Super, with chrome trim, the same superior paint . . . and all

the smooth, quiet and dependable performance plusses, also.

Manual starting is a cinch with an automatic compression relief system. Starts as easily as outboards half its size! Automatic fuel-saver gives you an *extra* gallon out of every five at cruising speeds. Commercial users, water skiers, and the economy-minded family will find this a rugged Sea-horse that has everything they need except the top price! Long life and down-to-earth dependability are engineered into this outboard, just as they are in all Sea-horses. Johnson gives you *more* of everything you need for carefree boating fun!





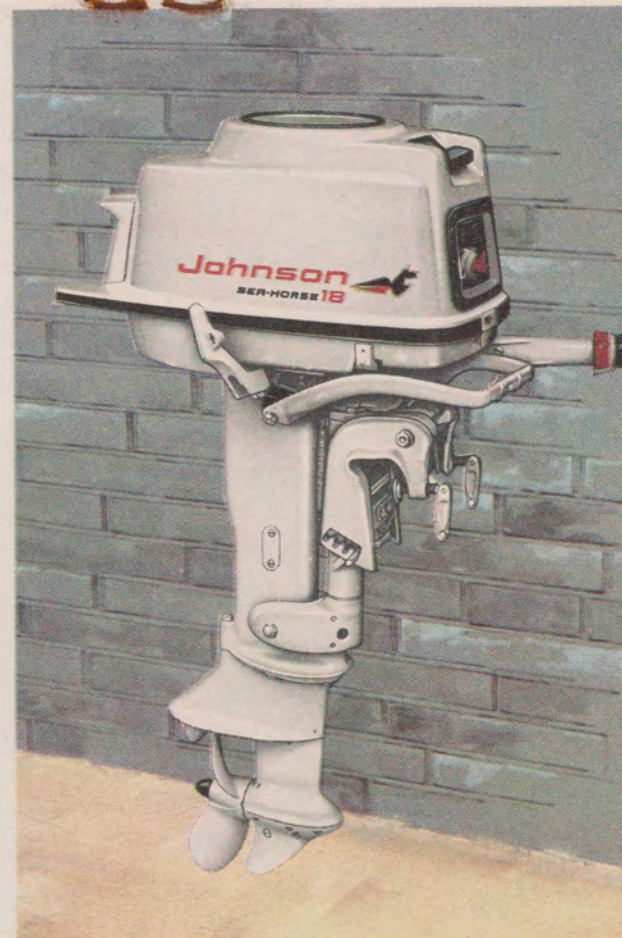
Johnson

SEA-HORSE 18

You'll really appreciate the 1959 Sea-horse 18, a "fun" outboard for anyone because it's adaptable to any form of water sport or water work in the world! This is big-power performance at reasonable cost . . . a real value for the youthful water-skiing set, the houseboat family, or the fisherman who wants a little more power than most. It has the beauty and the brawn that only exclusive Dynautical Design and Johnson experience can give you. Packed with big-motor features such as full gearshift, easy starting, slip clutch, super-quiet suspension drive and the new thermostat-controlled cooling system for smooth performance and longer engine life.

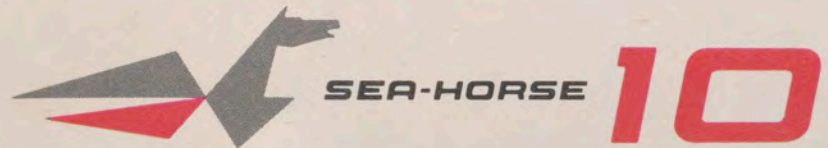


An electric-starting kit is available if you want key-turn starting for your Sea-horse 18.





Johnson



Pure white and pure pleasure is the handy Sea-horse 10, a true bonus motor for fishermen . . . from its mighty easy starting to its slow, smooth and quiet trolling ability. Only Johnson could perfect a big motor that throttles down so slow and purrs so smoothly. Want action? It'll hustle a fishing boat at better than 20 miles an hour! Want economy? Running full throttle, you'll get over four hours' running time from its six-gallon tank! And now the new thermostat-controlled cooling system brings the Sea-horse 10 even longer life and smoother performance! Want big-motor features? It has full gearshift, slip-clutch prop, super-quiet suspension drive, and a rugged fiberglass-reinforced plastic hood that is completely corrosion proof!





"None finer in its class" is the only way you can describe the rugged Sea-horse 5 1/2. Now, with Dynautical Design and the new thermostat-controlled cooling system, the favorite 5 1/2 looks better, and goes better, too! This was the pioneer of quiet outboards, and also the first small motor to offer every major big-motor advantage, such as full gearshift. Perfect for "carry-along" use on rental boats. Here's a fishing partner that'll make your hours on the water more enjoyable than ever before. Spend your time fishin', not fixin' . . . for the 5 1/2 is light enough to go anywhere, and known the world over for rugged Johnson dependability. It's the biggest little motor in the Johnson Flying White Fleet for 1959!




Johnson
SEA-HORSE **5 1/2**





Johnson SEA-HORSE 3



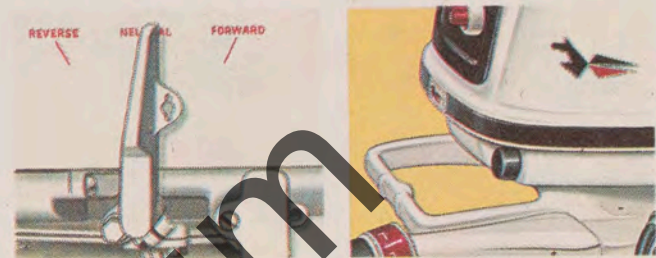
Stealthy as a smallmouth stalking a shiner, your rugged little Sea-horse 3 can sneak you in where the lunkers live. For this is the "littlest" Sea-horse, a jewel that you pack away in any corner of your car, that you can carry anywhere . . . it weighs only 33¼ pounds! Best of all, it has Angle-Matic Drive, that lets you drive right through shallows, over the stumps and logs without a care . . . through water that will defeat any other outboard. It also has full-pivot reverse for maneuverability. You can use it on fishing skiffs, prams, canoes, car-toppers, dinghies, and it does a good job as an auxiliary for small and medium sailboats. Smooth, quiet performance and ruggedness have earned the little 3 a solid place in Johnson's Flying White Fleet for 1959!





Historical First Atlantic Ocean Crossing by Outboard!

Positive proof of Johnson Sea-horse dependability was seen by the entire world last summer when this 22-foot Botved outboard cruiser, powered by twin 1958 production model Super Sea-horse V-50's crossed the hazardous North Atlantic from Copenhagen, Denmark, to New York City in 10 days and 12 hours. Both motors performed to perfection, completely free of failures of any kind. Total hours at sea: 202. Total statute miles covered by the outboard: 3433.



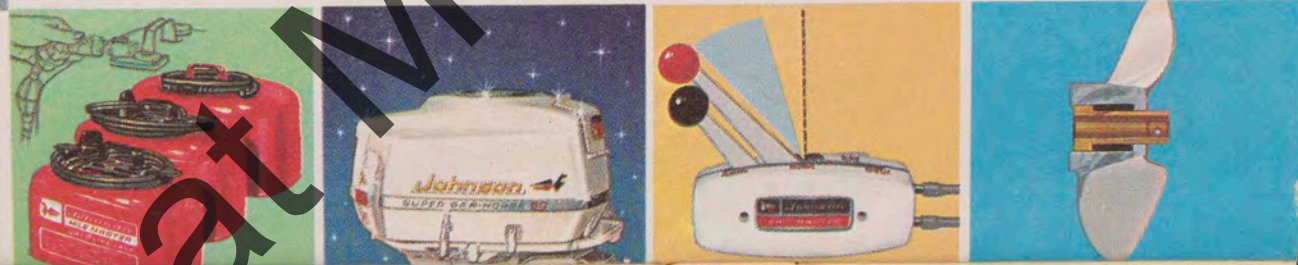
FULL GEARSHIFT

Drive your motor like you drive your car . . . with full gearshift, featured on ALL Johnson Sea-horses except the little Sea-horse 3. Positive, trouble-free neutral, forward and reverse positions give you the kind of convenience you need.

ELECTRIC STOP-BUTTON

Standard equipment on all manual-starting models of the Sea-horse V-50, 35, 18 and 10 horsepower motors is the stop-switch connected to the magneto. This is another safety feature which allows you to stop your motor instantly with a simple push-button switch.

Johnson SEA-HORSE FEATURES FOR 1959 . . .



PRECISION-ENGINEERED BEARINGS

Highest quality needle, roller and ball bearings are used on all critical moving parts of the V-50's. This illustration shows the lower gear-case assembly with its stainless steel propeller shaft and quiet spiral bevel gears.



NEW ELECTRIC STARTING MOTOR

A much more powerful starting motor is used on all 35 and 50 horsepower Super Sea-horses. These new motors will use considerably less battery current than previous units.



MILE-MASTER FUEL SYSTEMS

All Sea-horses in the V-50 and 35 horsepower classes are equipped with suction-type fuel systems, complete with fuel pump, non-pressurized six-gallon tanks.

The Sea-horse 18, 10 and 5½ have pressurized systems, the 18 and 10 with 6-gallon tanks, the 5½ a 4¼-gallon tank. The Sea-horse 3 has an integral fuel system with capacity of 4.88 pints.

NEW LONG-LIFE COLORS

All Johnson Sea-horses for 1959 will have paint finishes that will make them the most handsome outboards on the water. This new finish is known for great brilliance and long life under all weather conditions. This new paint is standard finish for all Johnson Sea-horses to make them look better longer!

SAVE FUEL AUTOMATICALLY

You'll get more miles of cruising range with big Sea-horses this summer because a special throttle linkage built into both the V-50's and the 35's can save you 20% or more on fuel. Just ease the throttle back a little, and you're in "cruising range" where you'll automatically save one gallon in every five!

SAFETY-MASTER SLIP-CLUTCH

All Johnson Sea-horses are equipped with slip-clutch propeller protection. The shear-pin is now actually a drive-pin, eliminating a former out-boarding nuisance.

This is another Johnson dependability feature that is of particular value to fishermen who must venture into shoal waters.

ALL Johnson Sea-horses are QUIET

Dynautical Design includes engineering for quieter outboard motors every year . . . more and more engineering progress for your greater boating pleasure!

The V-50's and the 35's are virtually "hoated" within the motor shell which acts as a giant air-intake silencer. Right to the water line, these motors are DESIGNED for quiet operation! The Sea-horse 18, the 10 and the 5½ feature Suspension Drive which actually separates the motor from your boat, thus eliminating most objectionable noise and vibration. Hoods are sealed at all access doors and joints.

ALL Johnson Sea-horses are EASY to START

Just turn a key and the big electric-starting Sea-horses are ready for action. Just turn a key to stop. Simple as that, and now with a new starter motor, you'll be using less battery current than ever before, too!

The manual-starting V-50 is as easy to crank as a 35! And the manual 35 starts as easily as motors half its size! An automatic compression relief system does the job on these mighty 35's. Smaller Sea-horses are equipped with a large-diameter oval pulley to give you balance-pull starting . . . smoother, quicker action!

Fibreglas-Reinforced Plastic MOTOR HOODS

Sleek new 1959 motor hoods for all Johnson Sea-horses except the 3 are of highest-quality plastic material, reinforced with glass fibers. Appearance, lightness, strength and corrosion resistance are the main advantages of the new Dynastically Designed hoods.

The new hoods are completely proof against any form of corrosion, salt or fresh water. They can withstand temperature changes with no visible effect nor any change in physical properties of the material.

Wherever you go with your New Johnson, a complete parts and labor Warranty stands ready to serve you at your authorized Johnson Dealer.

SEA-HORSE SPECIFICATION CHART

	SUPER SEA-HORSE V-50 ELECTRIC STARTING 50 H.P. @ 4500 R.P.M.	SEA-HORSE V-50 MANUAL STARTING 50 H.P. @ 4500 R.P.M.	SUPER SEA-HORSE 35 ELECTRIC STARTING 35 H.P. @ 4500 R.P.M.	SEA-HORSE 35 MANUAL STARTING 35 H.P. @ 4500 R.P.M.
BRAKE H.P. CERTIFIED BY O.B.C.				
R.P.M. RANGE	4000-5000	4000-5000	4000-5000	4000-5000
PISTON DISPLACEMENT	70.7 cu. in.	70.7 cu. in.	40.5 cu. in.	40.5 cu. in.
BORE AND STROKE	Bore 3"—Stroke 2½"	Bore 3"—Stroke 2½"	Bore 3½"—Stroke 2¾"	Bore 3½"—Stroke 2¾"
NUMBER OF CYLINDERS	4	4	2	2
GEAR RATIO	17:29	17:29	12:21	12:21
DRIVE	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse
FUEL CAPACITY—RUNNING TIME PER TANK	6 gallons—1 hr.	6 gallons—1 hr.	6 gallons—1½ hours	6 gallons—1½ hrs.
WEIGHT { 1—STANDARD 2—LONG 3—FUEL TANK	1—215 lbs. 2—218 lbs. 3—13 lbs.	1—207 lbs. 2—210 lbs. 3—13 lbs.	1—136 lbs. 2—138 lbs. 3—13 lbs.	1—128 lbs. 2—130 lbs. 3—13 lbs.
STERN HEIGHT 1—STANDARD; 2—LONG	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"
PROPELLER	3-blade rubber-floated aluminum, 12" dia., 14" pitch	3-blade rubber-floated aluminum, 12" dia., 14" pitch	3-blade rubber-floated aluminum, 10⅞" dia., 13¼" pitch	3-blade, rubber-floated aluminum, 10⅞" dia., 13¼" pitch
SILENCING METHOD	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers
	SEA-HORSE 18	SEA-HORSE 10	SEA-HORSE 5½	SEA-HORSE 3
BRAKE H.P. CERTIFIED BY O.B.C.	18 H.P. @ 4500 R.P.M.	10 H.P. @ 4500 R.P.M.	5½ H.P. @ 4000 R.P.M.	3 H.P. @ 4000 R.P.M.
R.P.M. RANGE	4000-5000	4000-5000	3500-4500	3500-4500
PISTON DISPLACEMENT	22 cu. in.	16.6 cu. in.	8.84 cu. in.	5.28 cu. in.
BORE AND STROKE	Bore 2½"—Stroke 2¼"	Bore 2⅞"—Stroke 1⅞"	Bore 1⅝"—Stroke 1½"	Bore 1⅝"—Stroke 1⅝"
NUMBER OF CYLINDERS	2	2	2	2
GEAR RATIO	15:26	15:26	15:26	17:28
DRIVE	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Full Pivot Reverse
FUEL CAPACITY—RUNNING TIME PER TANK	6 gallons—2½-3 hrs.	6 gallons—4 hrs.	4¼ gallons—4 hrs.	4.88 pints—1 hr.
WEIGHT { 1—STANDARD 2—LONG 3—FUEL TANK	1—77 lbs. 2—78½ lbs. 3—13 lbs.	1—67 lbs. 2—68¼ lbs. 3—13 lbs.	1—55½ lbs. 2—56½ lbs. 3—10 lbs.	1—33¼ lbs. 2—33¼ lbs. 3—Part of motor
STERN HEIGHT 1—STANDARD; 2—LONG	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"
PROPELLER	3-blade, rubber-floated aluminum, 9¼" dia., 11" pitch	3-blade, rubber-floated aluminum, 8¼" dia., 8½" pitch	2-blade aluminum, brass bushed, weedless, 8" dia., 7¼" pitch	2-blade aluminum, brass bushed, weedless, 6⅞" dia., 6¼" pitch
SILENCING METHOD	Suspension drive, intake silencer, rubber suspended sealed fiberglass-reinforced plastic covers, underwater exhaust, exhaust relief silencer, quiet gears	Suspension drive, intake silencer, rubber suspended sealed fiberglass-reinforced plastic covers, underwater exhaust, exhaust relief silencer, quiet gears	Suspension drive, intake silencer, rubber suspended sealed fiberglass-reinforced plastic covers, underwater exhaust, exhaust relief silencer, quiet gears	Intake silencer, underwater exhaust, partial exhaust relief silencer, quiet gears



Johnson



SERVICE THE WORLD OVER...

SERVICE is part of the dependability that is built into every Johnson Sea-horse. When you become a Sea-horse owner, you are automatically backed by a service team that is unexcelled in the marine industry. In 1959, Johnson will build and sell its TWO MILLIONTH outboard motor . . . and sound, factory-trained service has contributed immeasurably to this unmatched customer-preference record!

Your Johnson dealer can help you from your very first day in the fun of boating . . . with solid advice, and year-after-year service. Dealers, 4000 of them, plus 1300 Master Service Stations, stand ready to help you. This is *important* in boating. This is a *plus* that only Johnson can give you. Remember, there is absolutely no substitute for a Johnson Sea-horse, and no substitute for the kind of service that Johnson Dealers are prepared to give you.

JOHNSON MOTORS • WAUKEGAN, ILLINOIS A Division of Outboard Marine Corporation

Form 259

Litho. in U.S.A.

Antique Boat Museum

HERE

IS YOUR POCKET-SIZE,

'59 SEA-HORSE CATALOG!

Tear it out carefully

and

see your Johnson dealer

