



Antique Boat Museum

JOHNSON SEA-HORSE

OUTBOARD

MOTORS





WHERE THERE'S A SEA HORSE THERE'S

fun

★ Alternate Firing rises to new heights of performance and DEPEND-ability in the new 1948 line of eleven great Sea-Horse Motors. Eight are Alternate Firing Twins; nine have Full Pivot REVERSE; every one has quiet Underwater Exhaust. . . . Newest is the Hi-power Model SD — a twin of 26.0 N. O. A. Certified Brake Horsepower at 4,000 r.p.m., the largest motor into which Johnson has incorporated the Alternate Firing principle. . . . To really *know* what smoothness and easy starting and power and performance are when built the *Johnson* way, "Get into a boat and see for yourself."



1 Johnson Perfected Alternate Firing has been under development and refinement for more than ten years. Placing the cylinders of a twin motor side by side (instead of opposite each other) results in two power impulses per revolution (instead of one); smoother and quieter performance; easier starting, lighter weight. Alternate Firing is the first of the Big Three in outboard motoring.



HAS ALL THREE!

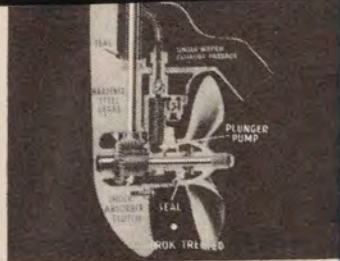
2 Full Pivot REVERSE gives you in a Johnson what no other outboard motor has — complete control of your boat. You can drive it forward, sidwise, backward — any direction simply by turning the motor. You can stop (quick!), thread your way among obstructions, follow the fish on your hook. Beach the bow of your boat and back off again without stopping — start in reverse if you like. Full Pivot REVERSE is the second of the Big Three in outboard motoring.

3 Quiet Underwater Exhaust — as Johnson builds it into every Sea Horse motor carries the exhaust gases under water, unheard, unseen, unnoticed. This adds measurably to your comfort and pleasure; friends on shore appreciate your courtesy. In most models the exhaust is taken down through the drive shaft casing — Johnson's famous single-shaft construction — and discharged back of the propeller blades into the slipstream. Underwater Exhaust is the third of the Big Three in outboard motoring.



ALROK PROTECTED GEAR CASE

... is an Aluminum Alloy casting made corrosion resistant by the new Alrok treatment; hard bronze bearings. Note Positive Plunger Pump, Grease Seals, Shock Absorber CLUTCH and fine, compact, streamline design. « «



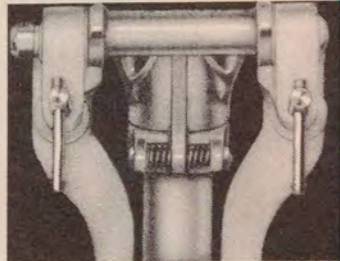
READY-PULL STARTER

... rewinds the permanent starting cord quickly, automatically and eliminates the separate starting cord. Always ready. Completely enclosed. No moving parts after motor is started. Especially appreciated by women and children.



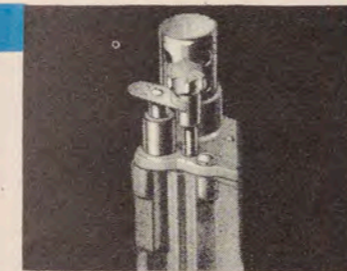
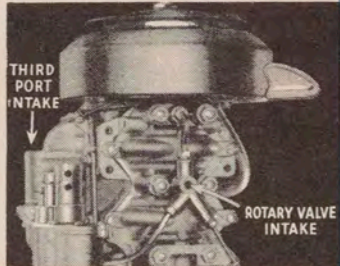
PATENTED CO-PILOT

... is fully automatic and adjustable to varying needs. It "takes hold of the motor when you let go," holding the motor from turning. Fix your tackle, light your pipe, relax while under way at full power or trolling speed.



DUAL INTAKE

... which provides third-port operation at high speed with rotary valve operation at slow speeds, each system timed for perfect performance. Has high reputation among fishermen. Slowest trolling speeds ever attained by Johnson.



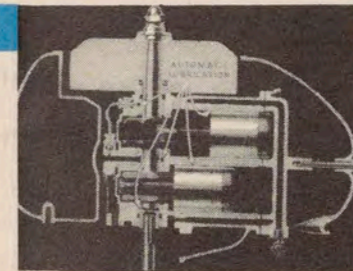
POSITIVE PRIMER

... on the Johnson Float Feed Carburetor forces a starting charge of gasoline directly into the passage leading to the rotary valve intake to crankcase ... and contributes to the ease of starting for which Sea Horses are famous.



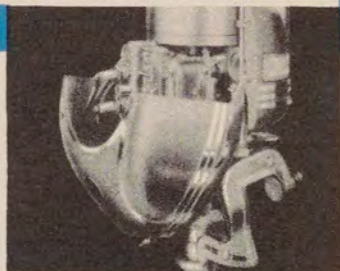
SYNCHRO-CONTROL

... connects the throttle to the spark advance and provides true One-Lever Control. Through the full speed range the spark advance and throttle opening are automatically in proper relation. No groping or fumbling.



AUTOMATIC LUBRICATION

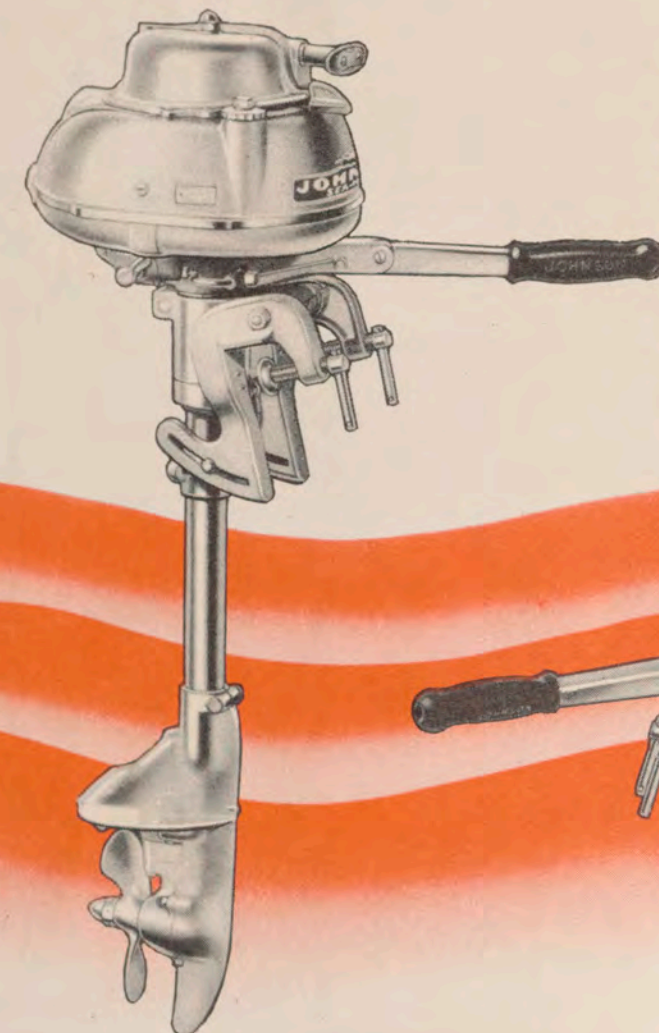
... is provided by mixing the oil with the gasoline and then directing its flow to cylinder walls, pistons, bearings and all moving parts of the power head. Gears and bearings in lower unit are lubricated by sealed-in grease.



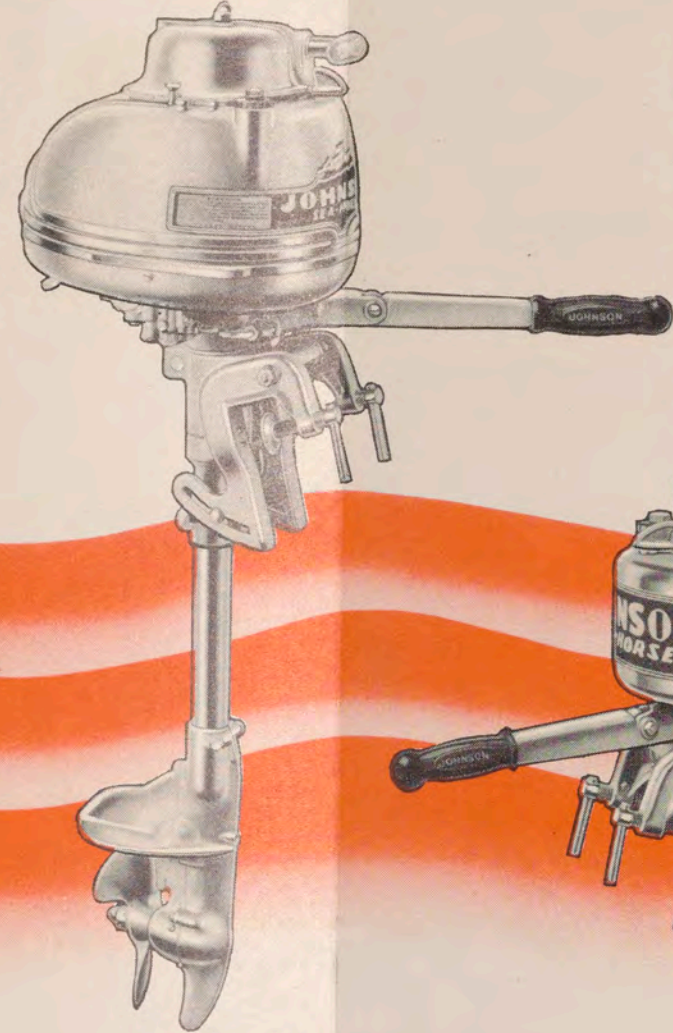
SPARK PLUG PROTECTION

... with quick accessibility, affords an added safeguard against motor stopping because of rain or salt spray and shields operator from electric shock. Adds also to motor's appearance and protects plugs against breakage.

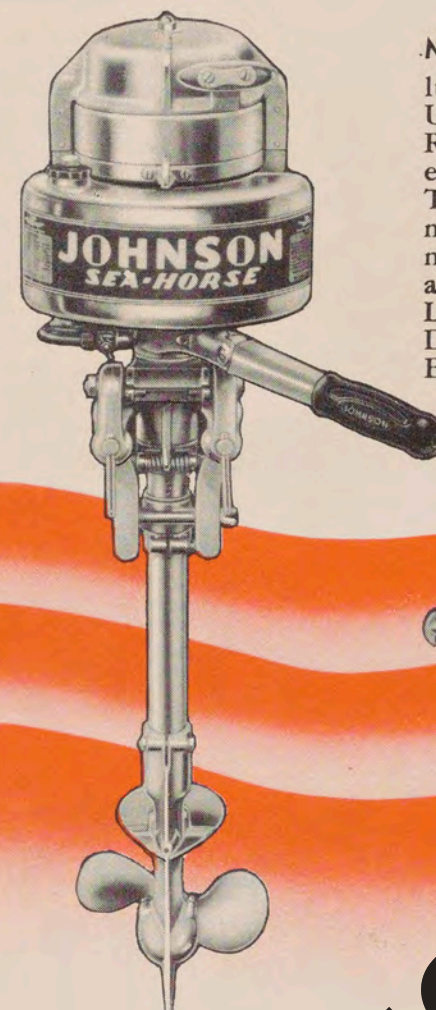
Antique Boat Museum



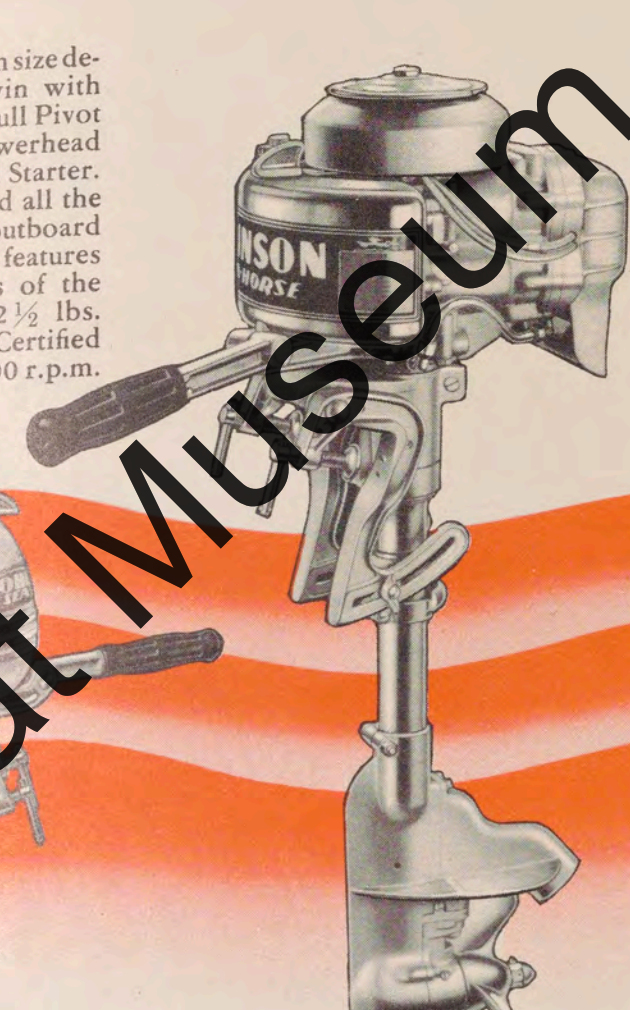
MODEL MS light single Sea Horse is now increased 36% in power and of course has traditional Johnson quality. Has Underwater Exhaust, Full Pivot Reverse and Patented Co-Pilot and other features such as Float-Feed carburetor with Throttle Control and Choke, Positive Plunger pump, Synchro-Control, Grease Seals, Alrok Treated underwater parts. Weighs only 19 lbs. Develops 1.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



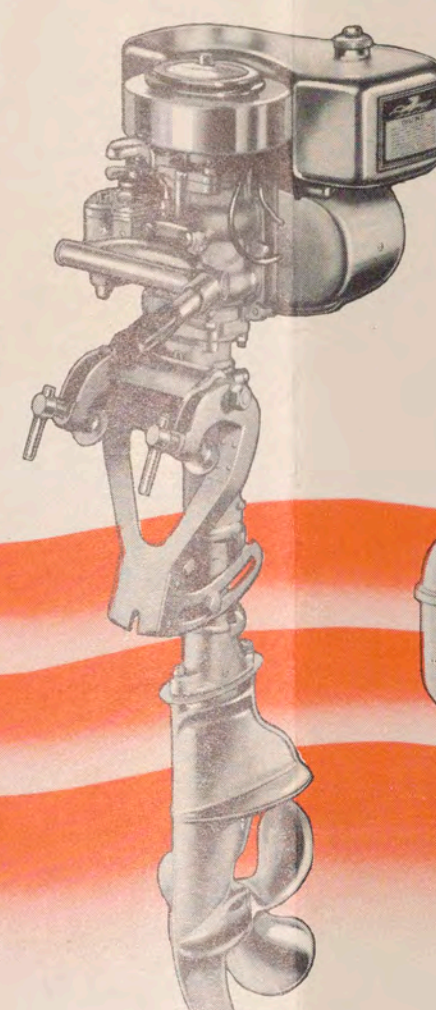
MODEL HS light Alternate Firing Twin, has Underwater Exhaust and Full Pivot Reverse. It is the lightest weight, (only 21½ lbs.) lowest priced Alternate Firing Sea Horse ever built. Spark Plug enclosure, Starting Primer, Synchro-Control, Patented Co-Pilot, Rotary Valve and Third-port intake, Positive Plunger pump. Alrok Treated underwater parts. Develops 2.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



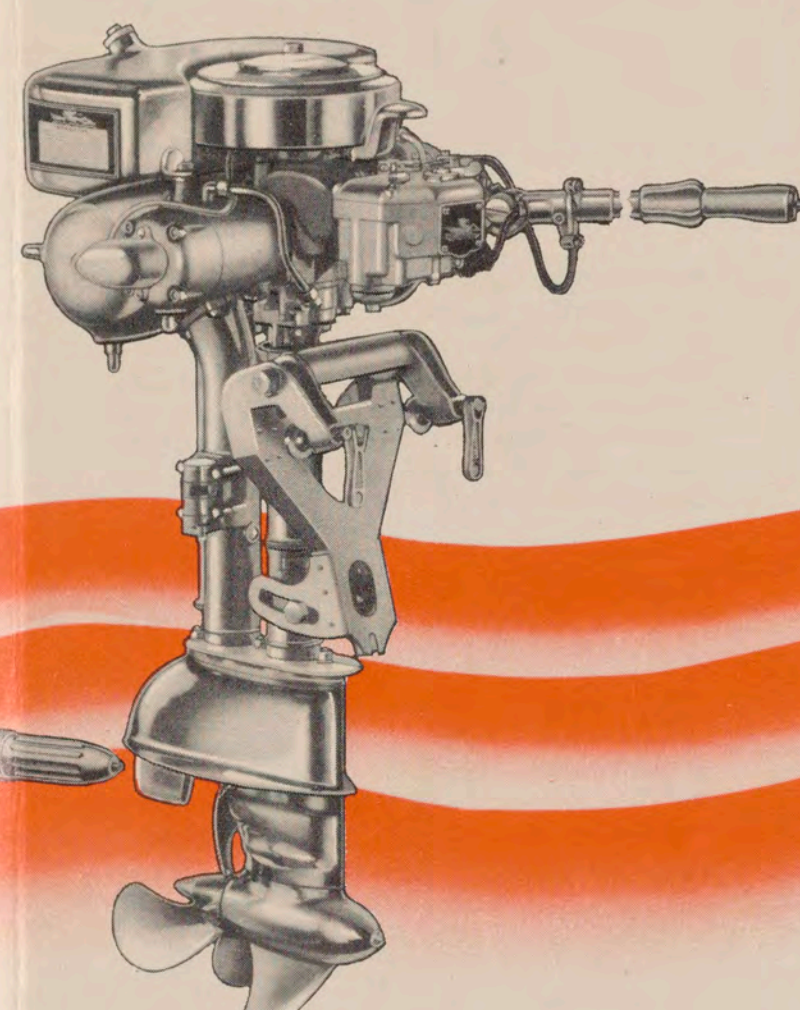
MODEL DT the medium size deluxe Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. Streamlined powerhead enclosure with Ready-Pull Starter. The motor with power and all the modern conveniences of outboard motoring. Has all the plus features and added improvements of the LT model. Weight is 42½ lbs. Develops 5.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



MODEL AT Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. In all respects like the model LT but with the Ready-Pull starter added. Eliminates the separate starting cord, offers ease and cleanliness in starting, particularly appreciated by women and children. Has all the features as found in the model LT. Weighs but 38 lbs. Develops 5.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.

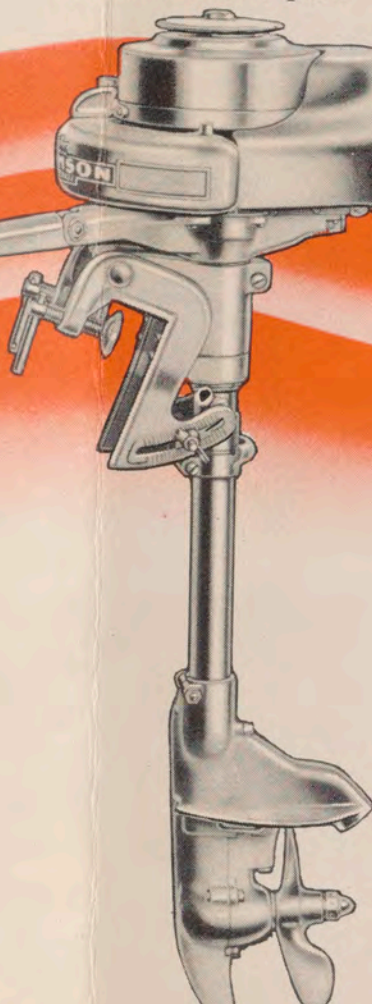


MODEL SD Hi-Power Alternate Firing twin with Streamlined Power Head, Ready-Pull Starter and Underwater Exhaust. New Pressure Gasoline feed, Rubber Mounting, Hivac Cooling, One-Lever gasoline control, Carburetor with settling basin, Twist-Grip Throttle, Rotary Valve intake, Protected Spark Plugs, Patented Co-Pilot, Automatic Exhaust Relief, Alrok Treated underwater parts. Weighs 88 lbs. Develops 16.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.

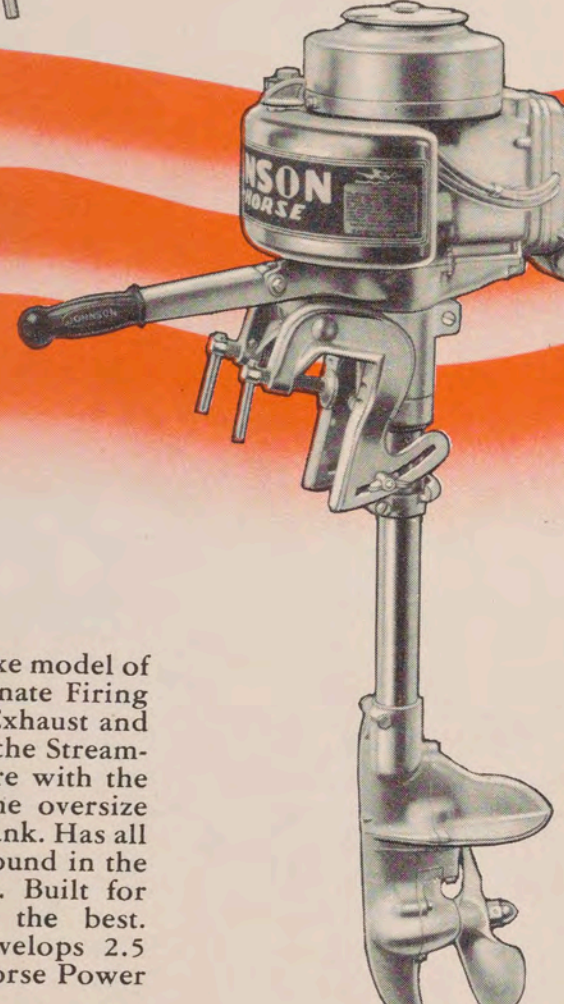


MODEL PO Super power for thrilling speeds, heavy loads. Opposed Twin built for punishment. Has Double Jet carburetor, Integral Rotary Valve. Alloy-Steel propeller shaft, Release Charger, Pressure-Vacuum cooling, Underwater Exhaust, Propeller Shaft Grease Seal, Roller Bearing connecting rods, Twist-Grip throttle control, Spray Shield, Alrok Treated underwater parts. Weighs 109 lbs. Develops 22.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.

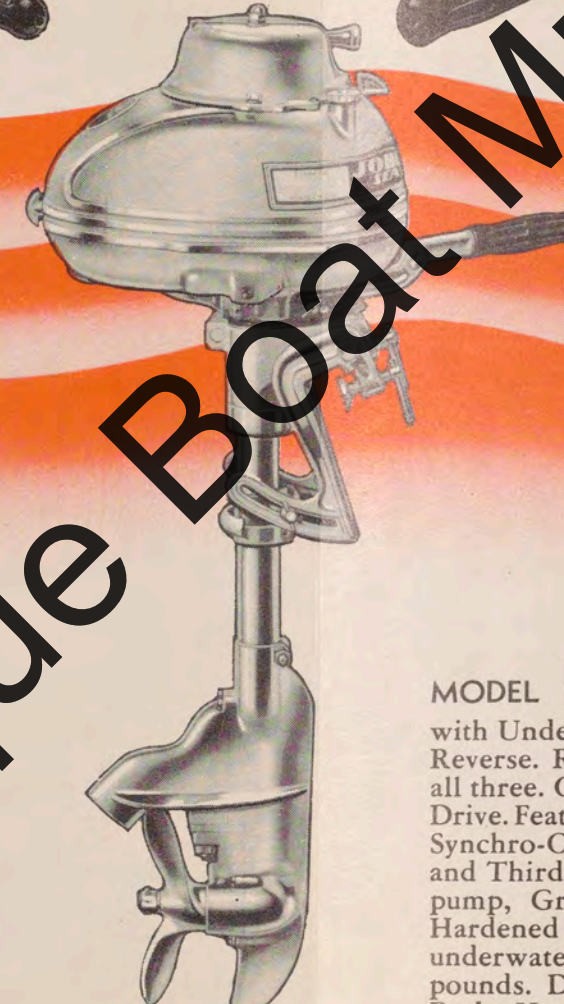
MODEL MD deluxe light single, similar in size and power to the model MS but with such added features as the Ready-Pull Starter, Streamlined powerhead enclosure, oversize Cast Aluminum gasoline tank. Designed for those of discrimination and especially suitable for women and children. Easy starting, slow trolling speed, smooth, quiet, rugged and dependable. Weighs 24 lbs. Develops 1.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



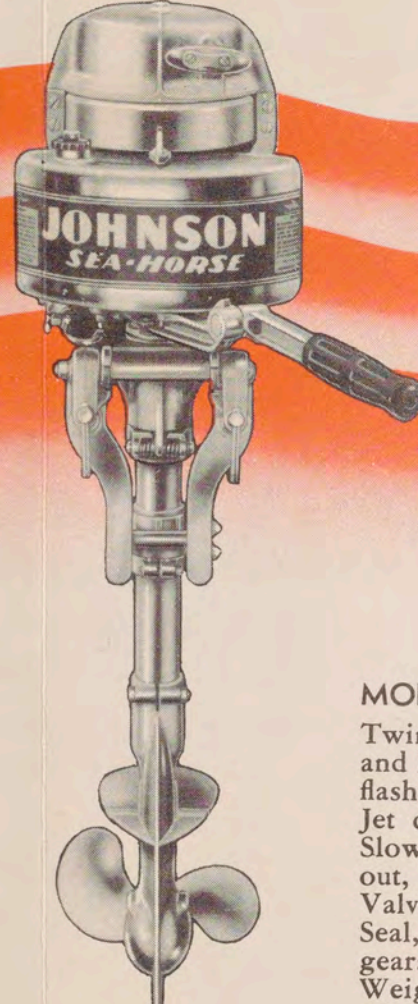
MODEL HD is the deluxe model of the new "H" series Alternate Firing Twins with Underwater Exhaust and Full Pivot Reverse. It has the Streamlined powerhead enclosure with the Ready-Pull Starter and the oversize Cast Aluminum gasoline tank. Has all the outstanding features found in the other "H" series models. Built for fishermen who demand the best. Weighs only 28 lbs. Develops 2.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



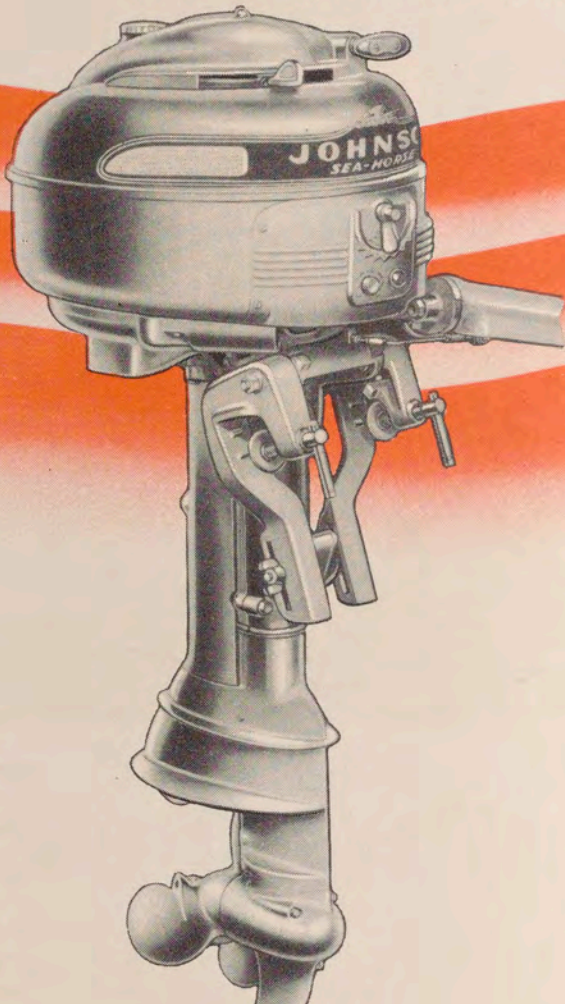
MODEL HA is a perfected Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse with the Ready-Pull Starter which adds to convenience and eliminates the conventional cord starting. Particularly appreciated by women. Has all the features as found in the model HS. Weighs only 26 lbs. Develops 2.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



MODEL LT Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. Remember! Only Johnson has all three. Clutch type of Shock-Absorber Drive. Features such as Patented Co-Pilot, Synchro-Control, combined Rotary Valve and Third-port intake, Positive Plunger pump, Grease Seals, Starting Primer, Hardened Steel Gears and Alrok Treated underwater parts. Weighs only 33½ pounds. Develops 5.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



MODEL KA large Alternate Firing Twin combining Underwater Exhaust and Full Pivot Reverse. Extra power for flashy performance on bigger hulls. Dual Jet carburetor and Dual Manifold for Slow Speed. Coincidental Exhaust cut-out, Synchro-Control, Integral Rotary Valve, Vacuum-Pressure cooling, Grease Seal, Patented Co-Pilot, Hardened Steel gears. Alrok Treated underwater parts. Weighs 64 lbs. Develops 9.8 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



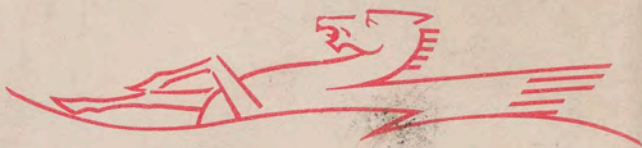
F I S H I N G

F I S H I N G ★ C R U I S I N G

F I S H I N G A N D C R U I S I N G

C R U I S I N G

S P E E D



★ Johnson service is "never more than a day away." A nation-wide organization of District Service Stations serve the thousands of Johnson dealers who either have or can quickly get any service part needed. There is no finer or more complete service organization in the outboard motor field.

Further, Johnson service parts are made to extreme close precision limits and are duplicates of the original parts — they fit.

Johnson service is one of those EXTRAS that you get with a Sea-Horse — and how important it can be in conserving those valuable recreational hours which mean so much.

JOHNSON MOTORS, WAUKEGAN, ILL., U.S.A.

J. F. MEENEHAN'S SONS CO.,
2010 14th ST., N. W.
PHONE NORTH 8032