

USAM TODAY

the new fashion we live in

Living in the U.S.A. today is so rich with new pleasures, new leisure...and you enjoy them so much more with Dan River Cottons. These are the cottons that give you more fashion, more wearing time; so much less *caring* time; the ultimate in wash and wear performance... because they're **Wrinkl-SHED** with **Dri-Don**. Slacks and shorts of Dansheen® luster-woven fabric.

DAN RIVER

the fabric of American life

ALL FABRICS DESIGNED AND WOVEN IN THE U.S.A. BY DAN RIVER MILLS, INCORPORATED, DANVILLE, VIRGINIA. *REG. TRADEMARK FOR DAN RIVER MILLS' WRINKLE-RESISTANT WASH AND WEAR COTTONS



FLORIDA



Driving force for fun! New Super Sea-Horse 35 powers anything from runabouts to cruisers. The turn of a key starts it . . . and stops it.



Ideal for skiing! The Super Sea-Horse 35 is very strong alone, and when teamed with another. Other 35 hp Johnsons at \$585 and \$4



New Super Sea-Horse 35. 12-volt electric starting. 35 hp. \$625.

New Super Sea-Horse 35 - so nice to come home with!

Like sundown itself, you can count on a Johnson. It's built to run—to finish what it starts. Take the new Super Sea-Horse 35. It has the same wonderful quiet system as the big V-50. The same vibrationless suspension. And the same recirculating water cooling system. It's a truly fine piece of machinery. And yet it's a tough baby!

Even under wicked load, it's got the displace-

ment to hunker down and deliver. You can troll it in the coldest waters. And its slip-clutch propeller ends drive pin worries.

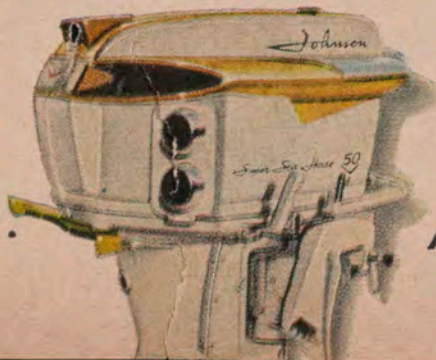
It's no wonder every Sea-Horse is worth more from take-out to trade-in. From 3 to 50 hp, all eleven new models are more rugged than ever. And now there's 12-volt electric starting in the 18, 35 and 50 hp classes.

Your Johnson dealer's listed under "Motors" in the Yellow Pages. See him. Remember, nearly two million depend on Johnsons prove *Johnson knows best*. Price \$160 to \$840, f.o.b. factory, subject to

FREE 1958 Sea-Horse catalog! Write: Johnson Motors, 336 Waukegan, Illinois. (Division of Outboard Marine Corporation, manufactured by Johnson Motors, Peterborough, Ontario.)

Johnson

First in dependability...



New Super Sea-Horse V-50! World's first V-engine outboard. 4 cylinders, 50 hp. Bring you the smoothness, silence and response of a V-engine. *pioneers of the "V" age*

1958