

Let's go  
fishing!



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Johnson

SEA - HORSE

HANDY CHART ★ 1950

Antique Boat Museum



## Built for Fun

It's fun to own an outboard motor — a **DEPENDable** motor like the Johnson. Boating is fun; fishing is fun; it's fun to get out on the water and *go!* And it's fun to experience the thrill of foam-tossing speed, or to coast along in the cool of an evening with scarcely a ripple from the bow of your boat.

For 28 years Johnson has been building motors for fun — better motors year after year — motors skillfully designed and precision built for years and years of service. Hundreds of thousands of outdoor-loving people have bought and treasured them for the endless hours and weeks of recreation enjoyment they afford.

There is probably no other item of your outdoor equipment which so amply multiplies the fun you try to pack into all of those scant vacation hours you have each year. So to these important questions, "Where do we go this year?" and "What do we do when we get there?" and "How can we get the most out of our vacation?" — add this one too: "What outboard motor should I buy?" because that is of equal importance.

Experience, for which there is no substitute, points to the answer; the experience of a mighty army of proud and happy Johnson motor owners who know that truly these motors are built for fun!

★ In the following pages you'll learn about a brand new Johnson fishing motor. It's the new Model TN with **NEUTRAL CLUTCH**. Something new and important has been added to the "Famous Fishin' Five" (look to the right — it's on the boat at the dock, running). It gives you that last deft touch of boat control that you're going to appreciate — won't do without. You start your motor in Neutral, you warm it up in Neutral, you swing it into Reverse position in Neutral — and then with a flip of the Neutral Control lever you back out from the dock or beach. When you turn the motor to forward position, you may do so in Neutral or not, as you choose.

The Neutral Control lever is conveniently located on top of the motor at your finger tips. An automatic speed limiting device prevents the motor from running too fast in Neutral.

Snag a line! Stop the boat and let the motor run. Get a strike? No need to fuss and fumble, just flip to Neutral and play your fish. Want to stop and chat awhile? Or cast again in that likely spot? You can do it with the **NEUTRAL CLUTCH**. And there's a new sure-fire Shock Absorber Drive that lets you go through the shallows without a care in the world. Even more than ever, this new Johnson is built for fishin' fun.





# Johnson

Johnson builds five great models. Every one is a *twin*. Each was conceived, designed and built to fit into a particular category of outboard motoring. And each is priced as low as is consistent with Johnson quality.

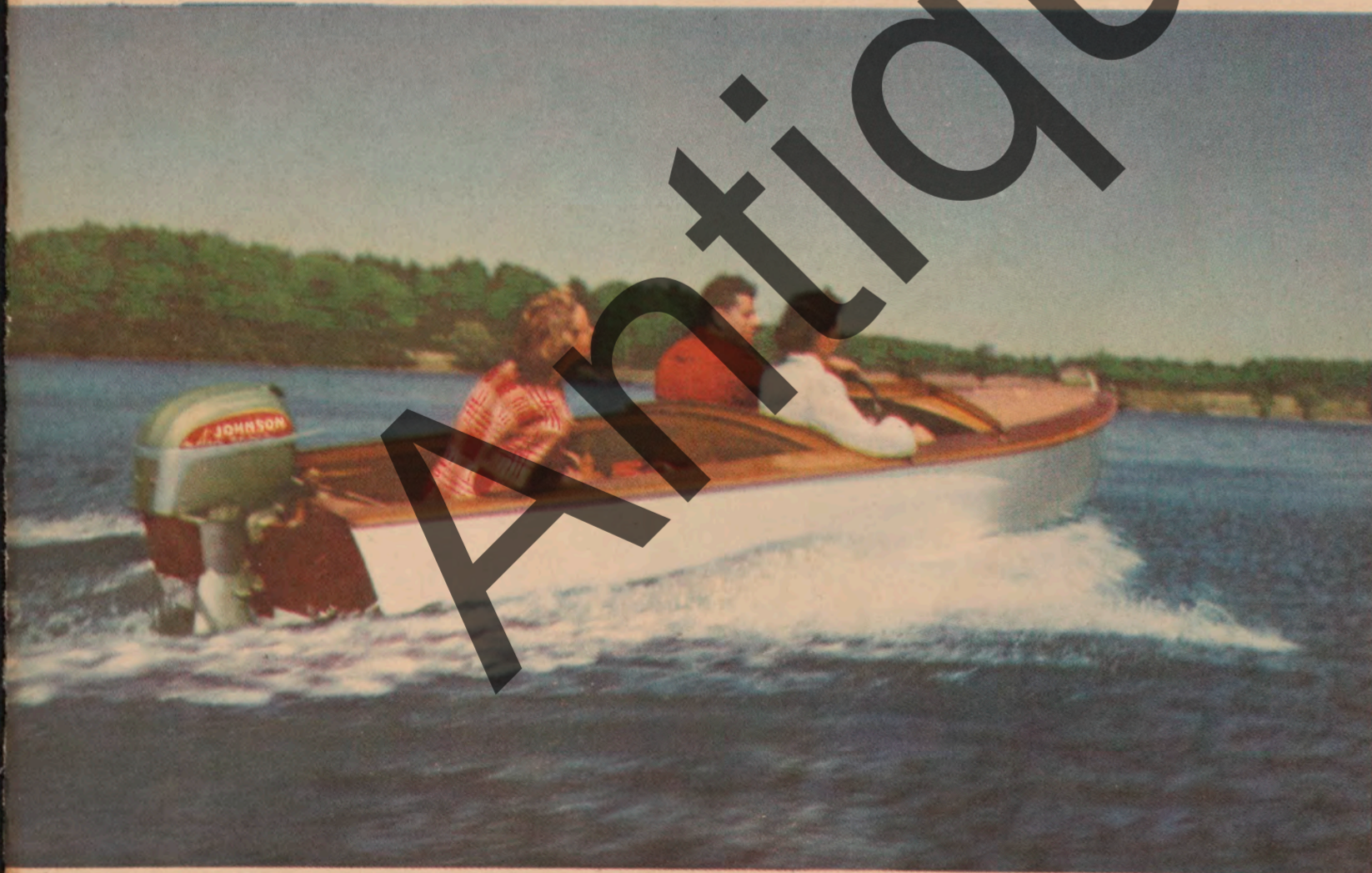
Johnson serves your outboard needs through a nation-wide Service-Dealer organization of trained experts. These men know motors — and boating. They can, and gladly will, assist and advise you in the selection of the right size of motor for your exact needs. They'll see that you, too, are fully acquainted with the operation of the motor you buy so that you'll get out of it all that's built into it. And they'll keep it in top operating form for you from season to season.

In considering the purchase (and use) of this very important equipment, please realize that what you get from reading these words and seeing these pictures is only preliminary to your actual decision on what outboard motor to buy or what size to select. For a great many years Johnson has been inviting people to "Get into a boat and see for yourself." For a long time Johnson has said, "Ask any fisherman you know, regardless of what motor he owns, which is the motor to buy." And as a result, a great many thousands of boaters are happy Johnson owners today. The sincere statements of friend to friend have been a very large factor in the remarkable and gratifying preference of outdoor enthusiasts for Johnson.

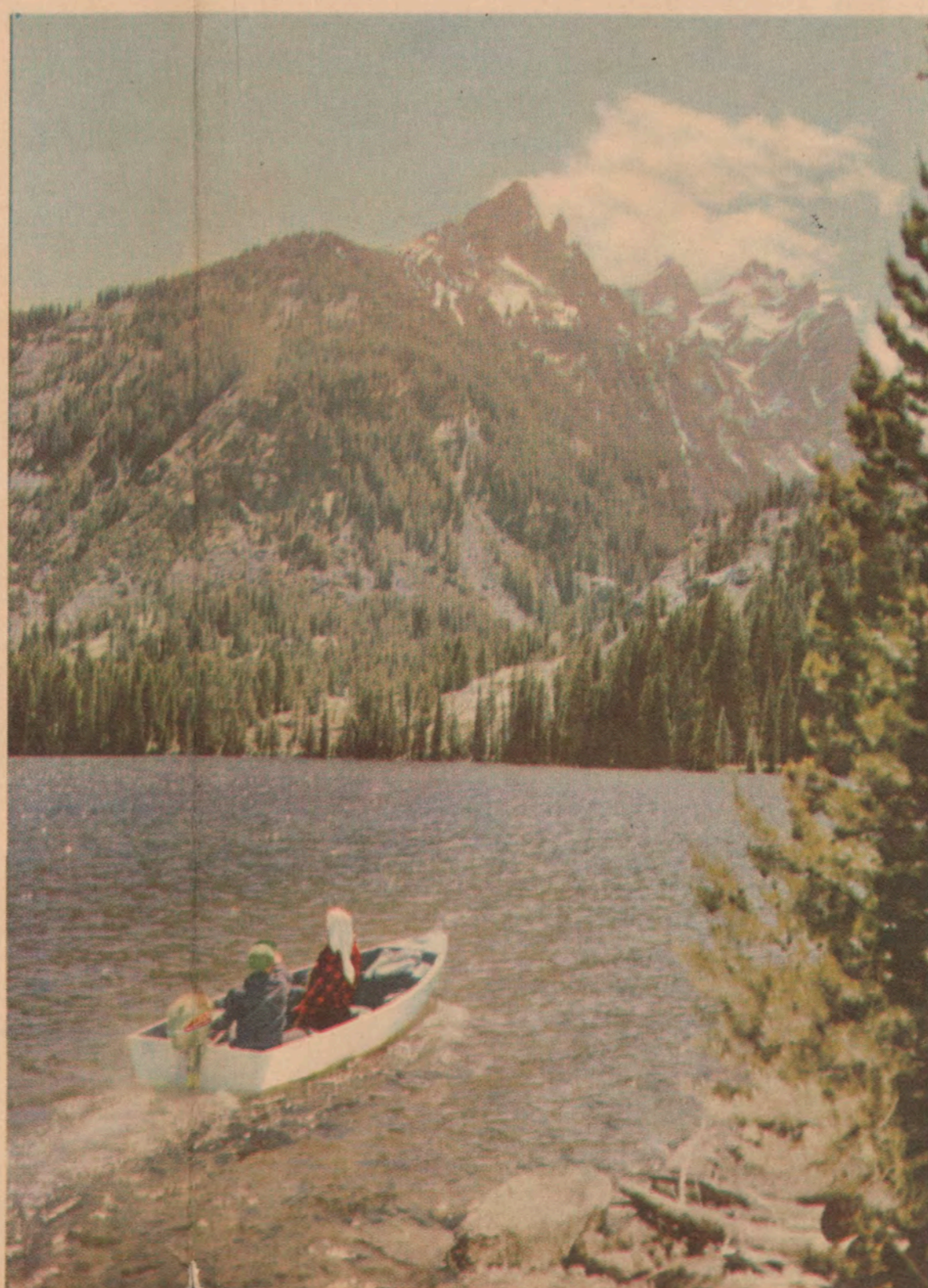
The greatest feature in a Johnson motor is **DEPENDability**. Second only to that is Johnson Service which maintains that **DEPENDability** for you.



JOHNSON MOTORS ★ WAUKEGAN, ILL.

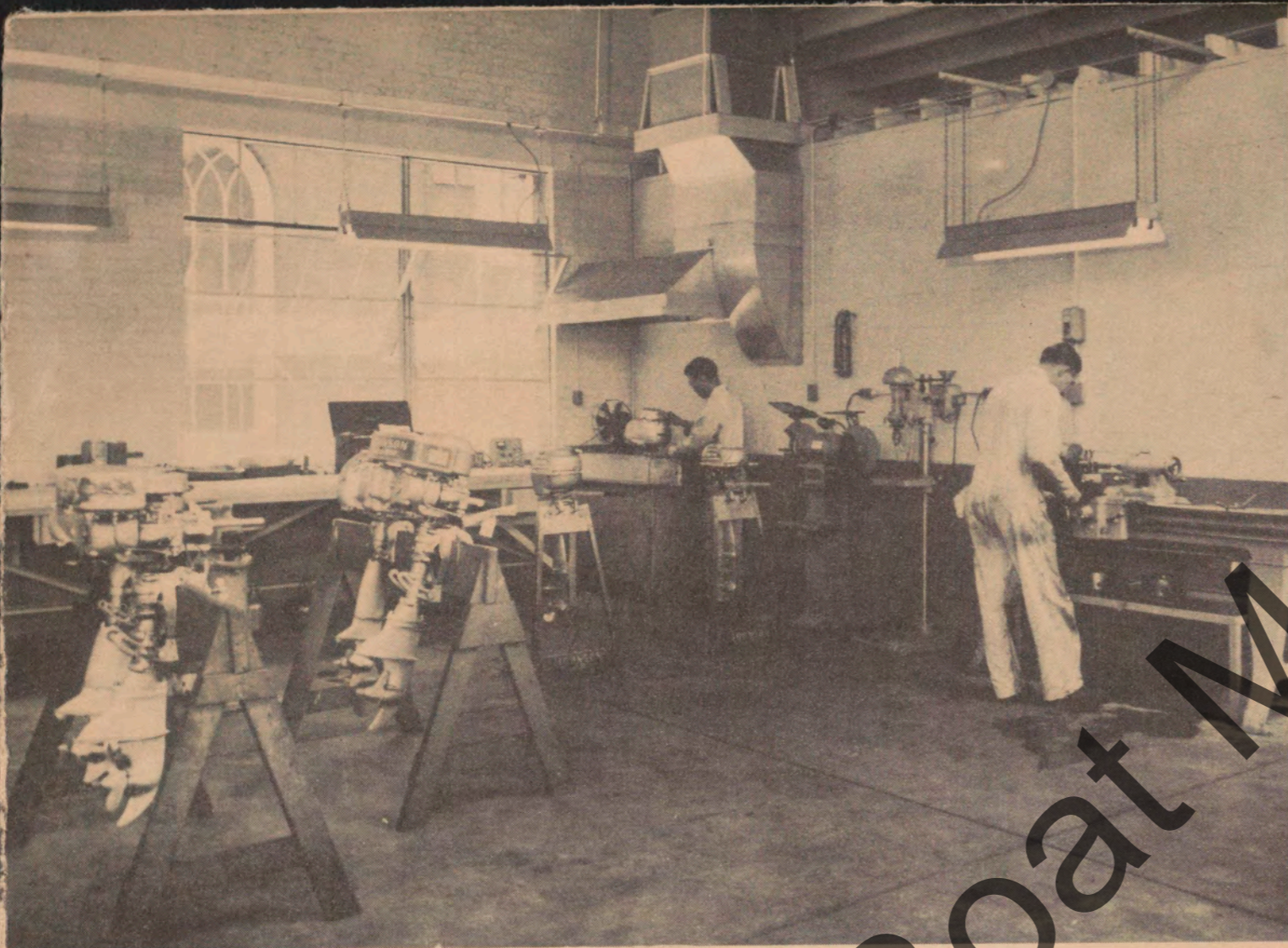


There are no "nothing to do" days when the sun is shining and the breeze is rippling the blue water of the lake; not if you have a comfortable boat and a Johnson Sea Horse to go places.



As full of energy as youth itself; as exuberant as newlyweds on a honeymoon; as thrill provoking as your very first toy electric train—that's the Johnson QD.

Far away places and a Johnson motor to help you enjoy them to the utmost—the never-ending, breath-taking beauty of lakes and forests and mountains.



### *DEPENDable Johnson Service*

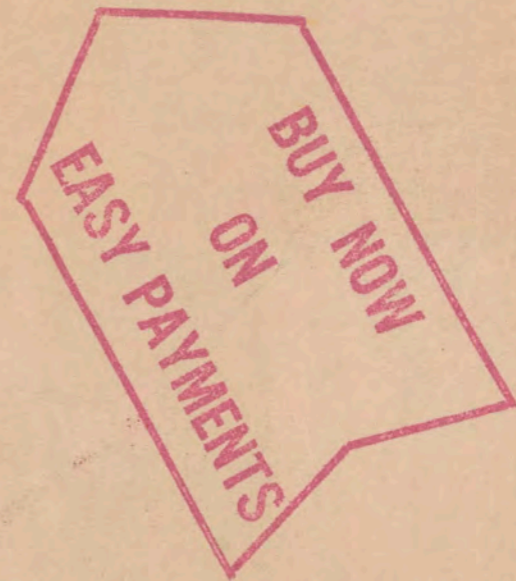
You *wouldn't* buy a car if service were not available most anywhere you drive it. You *shouldn't* buy an outboard motor without being sure that service is "never more than a day away." No mechanical device, automobile or outboard motor, is free from need for adjustment or parts replacement. Remember that because it is important.

Johnson Service-Dealers from Coast to Coast have well equipped service stations. They are trained in factory know-how. Their stocks of parts are augmented by those of a wide-spread group of District Service Stations established for quick service to them. And large reserve stocks are carried at the factory.

Johnson motors which were built 10, 15, even 25 years ago are still in good operating condition because of this service-after-sale. Owners of these older models, as well as new, find Johnson service wherever they may go. It is not infrequent that Johnson motors are chosen above all others for that very reason.

One of the most gratifying extras you get in a Johnson is the realization that when you decide on a new model your older one has an exceptionally high trade-in value. Inherent Johnson quality, backed by Johnson Service, means that there is still a lot of running left for somebody else to enjoy.

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