

1949

Johnson
SEA-HORSE

OUTBOARD MOTORS



Johnson Johnson builds a model for every outboard boating need...for fishing, for speed, for utility.

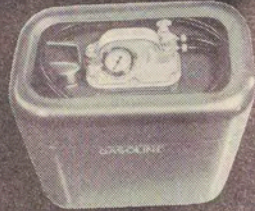
Choose a Johnson and you get a motor packed with fine features...designed and engineered "the Johnson way."

Choose a Johnson and you've followed the judgment of hundreds of thousands of experienced outboard motor owners.

Choose a Johnson and you'll own the motor that for twenty-seven years has pioneered today's great outboard motor features.

NEUTRAL
FORWARD
REVERSE

Gear Shift Control
and
Mile-Master Fuel Tank

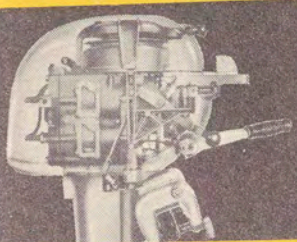


GEAR SHIFT CONTROL

... operated by a small knob, provides for Neutral, Forward, Reverse. Motor speed is automatically limited when in Neutral and Reverse. Revolutionizes ease of boat handling. Large capacity Mile-Master Tank (5 gallons) feeds motor fuel from any point in boat.

FUEL GAUGE

... is located on top of Mile-Master Fuel Tank. You can tell how many hours of running supply remain. Automatic excess-pressure relief valve and Pressure-Pump (used only when starting), with large hand-fitting carrying handle, large filler opening, and shut-off valve.



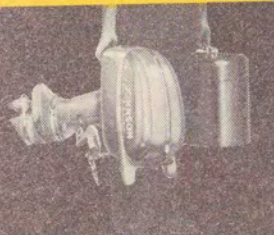
POWER HEAD PROTECTION

... with quick and complete accessibility is necessary in the modern outboard motor. This streamlined protective cover is rubber mounted; a panel can be quickly removed to reach the spark plugs; the whole covering can be taken off in a few minutes.



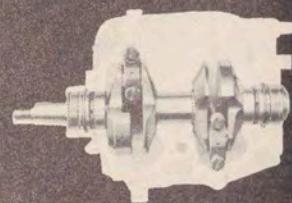
TWIN-GRIP HANDHOLDS

... provide convenient and comfortable means for handling the motor onto or off the boat. Motor rest holds motor naturally on projections provided when laid down on dock or in car. Note that steering handle folds back along side of power head out of the way.



TWO-HAND CARRY

... of the motor and fuel tank balances the load and eliminates separate fuel supply. Fuel hose "plugs in" on motor quickly, connection is self sealing. Easy to stow in car. Motor 56 pounds in one hand, tank with fuel about 54 pounds in the other hand.



SEALED CRANKCASE

... insures uniform compression; prevents leakage of fuel mixture and oil affecting the operation of the magneto. Both top and lower main bearings, which are anti-friction type, have aircraft-type seals for better, more consistent operation at all speeds.

TWO GREAT NEW JOHNSON FIRSTS!

First with Gear Shift Control*! Start your motor in Neutral. SHIFT to Forward or Reverse. With a flick of the wrist you control the direction of your boat. Johnson gives you NEW maneuverability with traditional DEPENDability.

First with the Mile-Master Fuel Tank**! Outboard motordom has long awaited this great convenience feature. This separate fuel tank connected to the motor with a flexible 12-ft. rubber hose holds over 5 gallons of fuel mixture...for hours and hours of full-throttle operation.

* On Model QD

** On Models QD and SD



Johnson

S E A - H O R S E O U T B O A R D M O T O R S

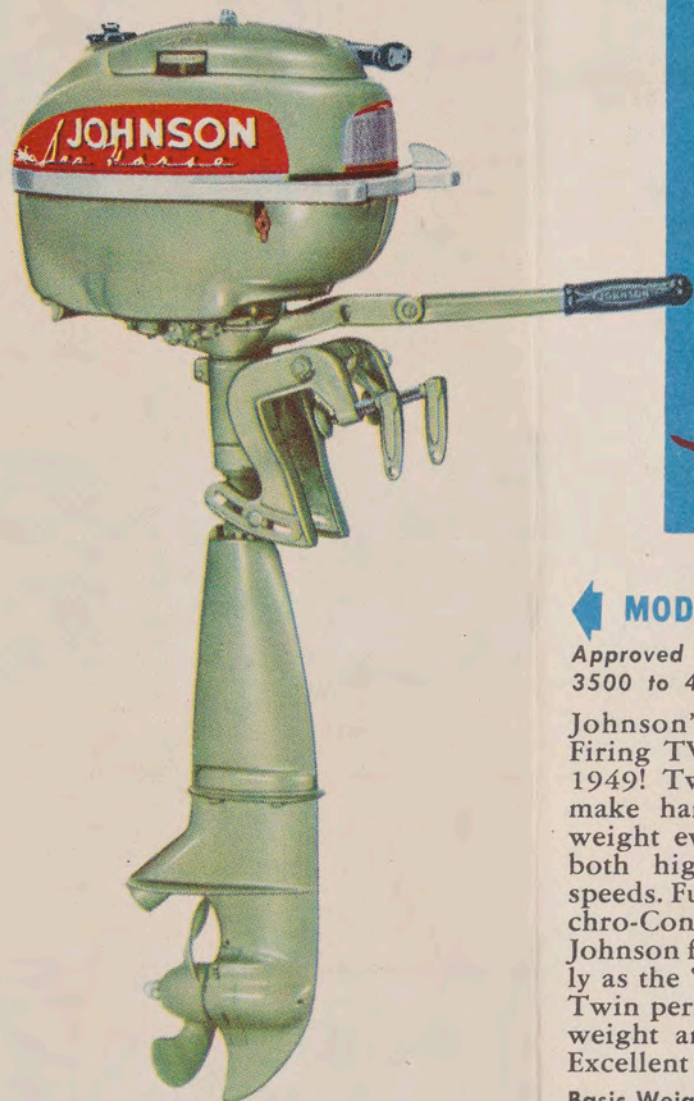


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OUTBOARD MOTORS

★ 1949 ★



MODEL HD—2.5 H. P.†

Approved Operating Range
3500 to 4500 Revs. Per Min.

Johnson's smallest Alternate Firing TWIN — improved for 1949! Twin-Grip Handholds make handling of this lightweight even easier. Smooth at both high and low trolling speeds. Full Pivot Reverse, Synchro-Control, and many other Johnson features. Known widely as the "Fisherman's Friend." Twin performance at about the weight and price of a single. Excellent as auxiliary power.

Basic Weight 31 lbs.



MODEL PO—22.0 H. P.†

Approved Operating Range
4000 to 5000 Revs. Per Min.

From fast step-hydroplane to heavy commercial barge, this heavy duty motor has for eighteen years been a big-motor leader in the Johnson line. It is powerful, sturdy, and thoroughly DEPENDable. Twist-grip throttle control, arranged for remote control, float-feed carburetor with integral primary valve intake, and many other Johnson features, including Vacuum-Pressure cooling and Release Charge.

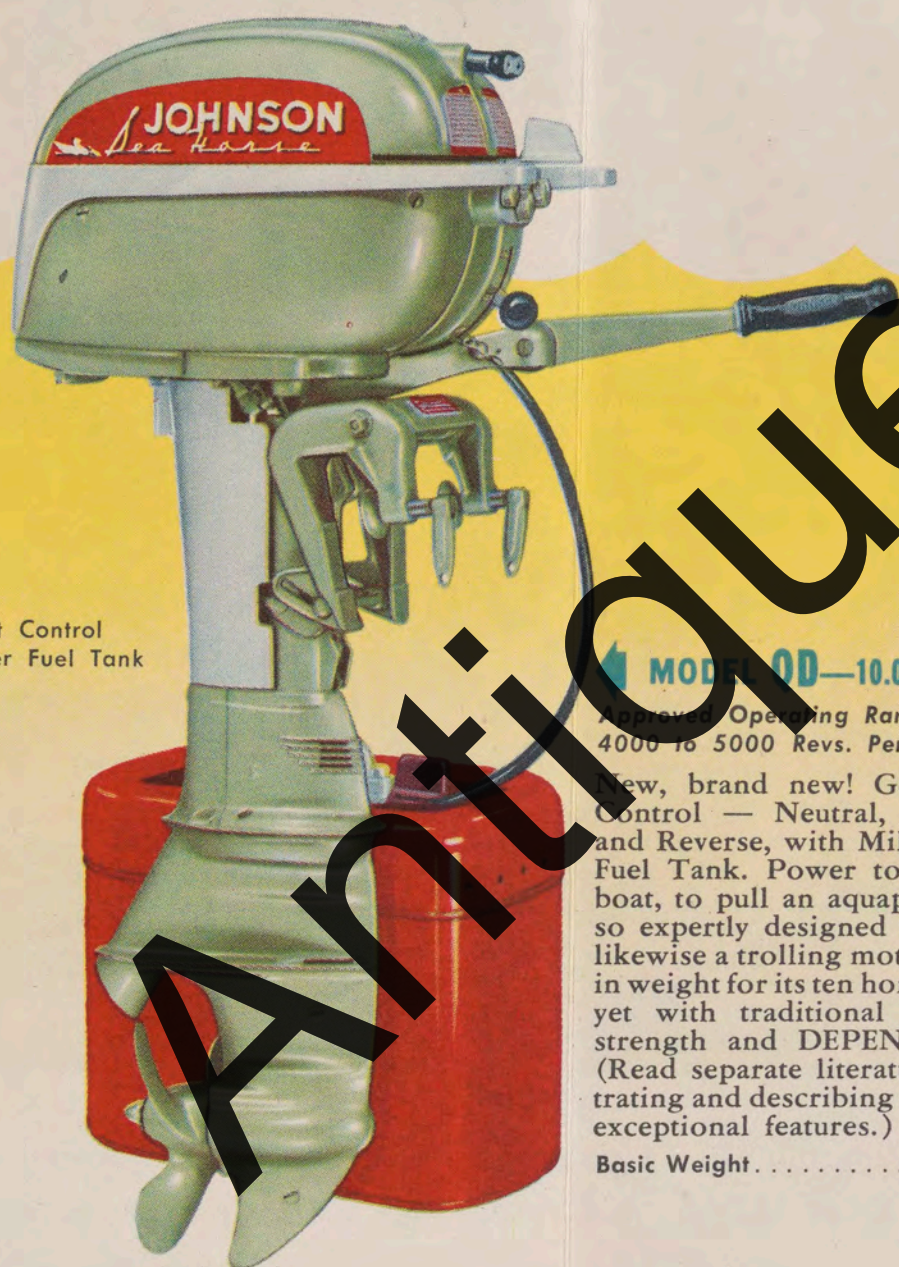
Basic Weight 77 lbs.

MODEL TD—5.0 H. P.†

Approved Operating Range
3500 to 4500 Revs. Per Min.

The "Famous Five," most popular of all the Johnson models, now refined and improved for 1949. The right power and speed, ability to troll, weight and economy, for the average boat. Alternate Firing, of course. Synchro-Control, Full-Pivot Reverse, Dual Carburetion, Shock Absorber Drive, and many other "firsts" of Johnson design. The DEPENDable motor for a wide range of uses.

Basic Weight 44 lbs.



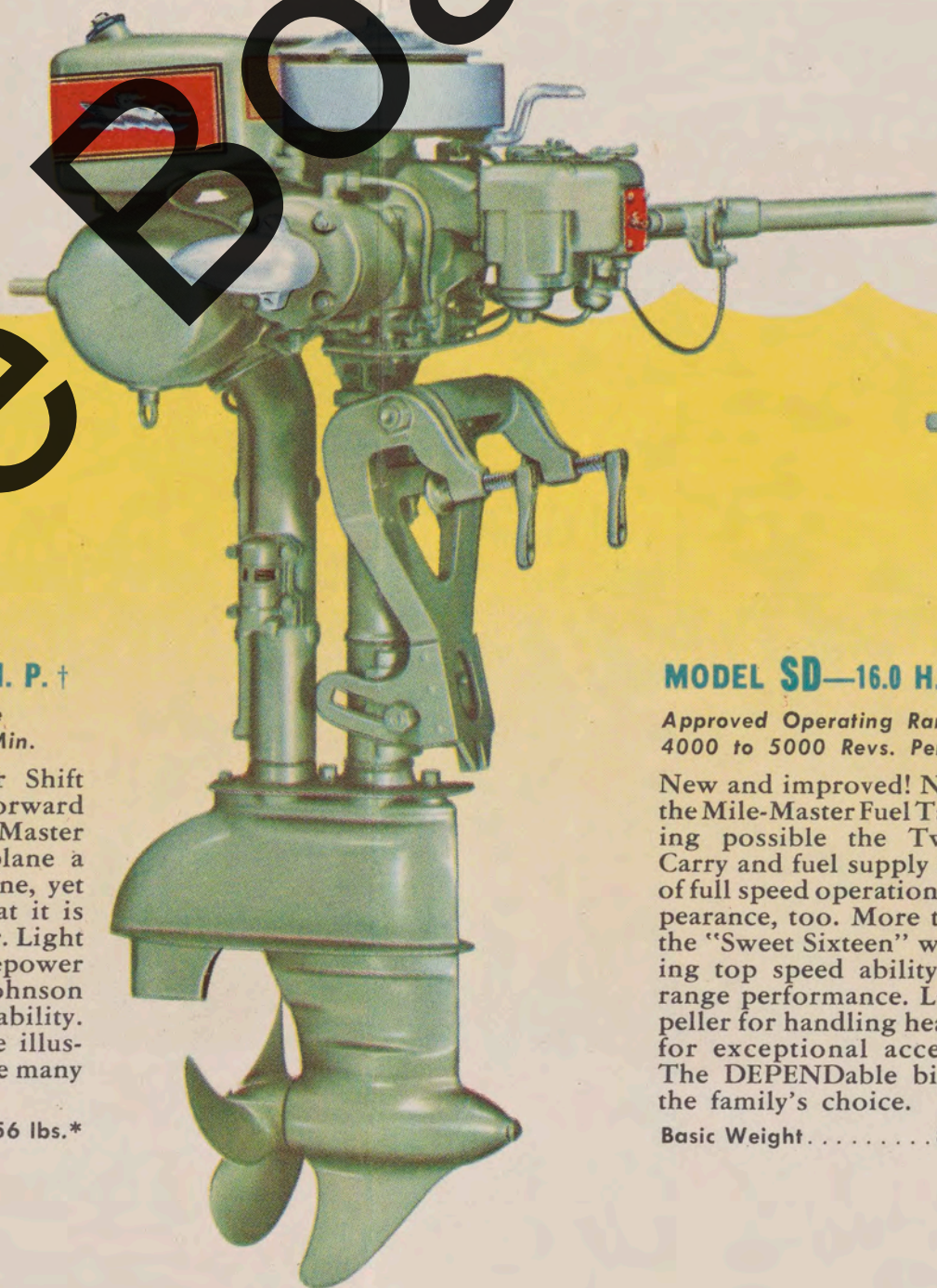
Gear Shift Control
Mile-Master Fuel Tank

MODEL MD—10.0 H. P.†

Approved Operating Range
4000 to 5000 Revs. Per Min.

New, brand new! Gear Shift Control — Neutral, Forward and Reverse, with Mile-Master Fuel Tank. Power to plane a boat, to pull an aquaplane, yet so expertly designed that it is likewise a trolling motor. Light in weight for its ten horsepower yet with traditional Johnson strength and DEPENDability. (Read separate literature illustrating and describing the many exceptional features.)

Basic Weight 56 lbs.*

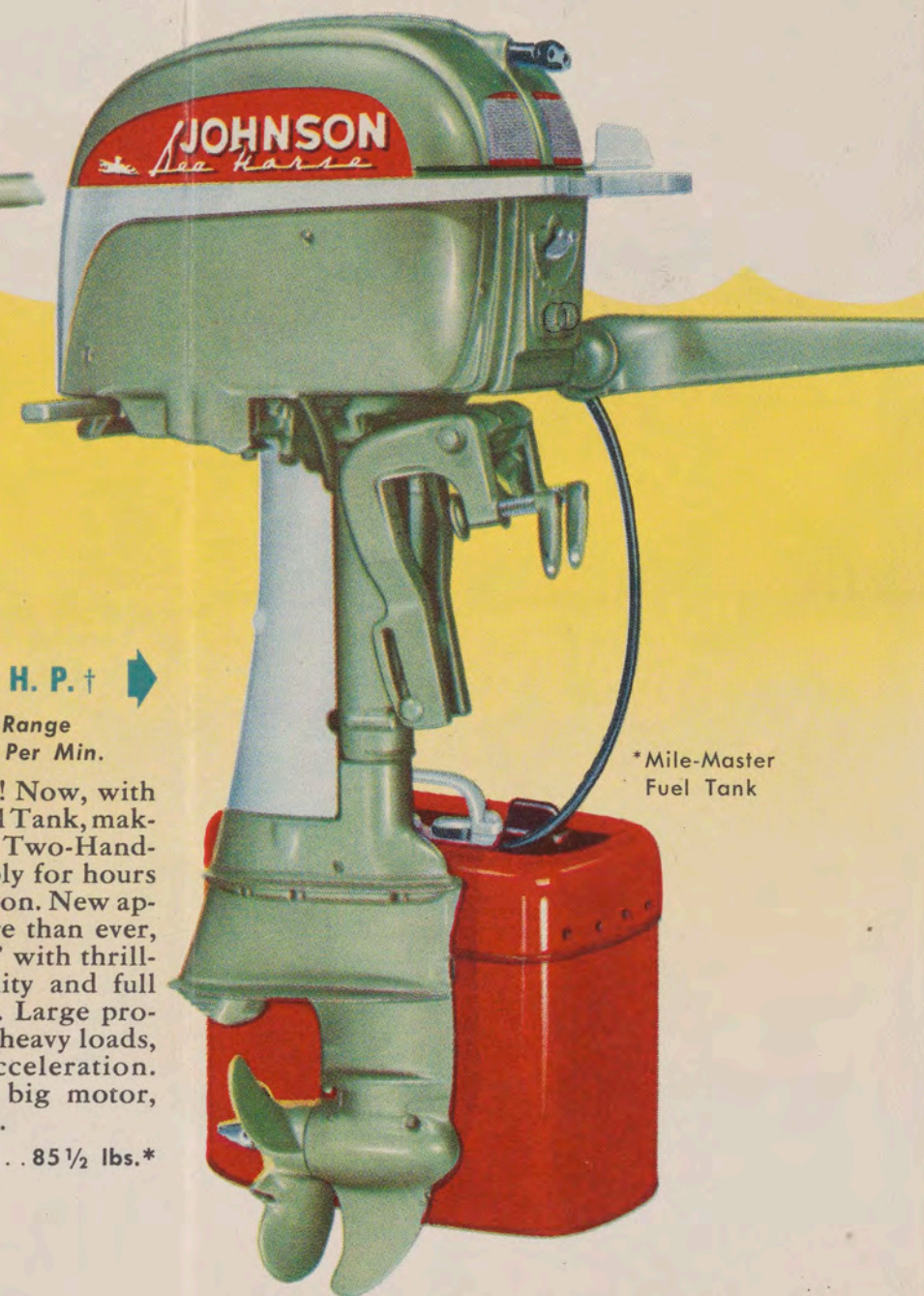


MODEL SD—16.0 H. P.†

Approved Operating Range
4000 to 5000 Revs. Per Min.

New and improved! Now, with the Mile-Master Fuel Tank, making possible the Two-Hand-Carry and fuel supply for hours of full speed operation. New appearance, too. More than ever, the "Sweet Sixteen" with thrilling top speed ability and full range performance. Large propeller for handling heavy loads, for exceptional acceleration. The DEPENDable big motor, the family's choice.

Basic Weight 85½ lbs.*



*Mile-Master
Fuel Tank

* Basic weight without Mile-Master Fuel Tank which weighs 16 lbs.

†O.B.C. Certified Brake Horsepower at 4000 r.p.m.



★ Into every Johnson motor is built years of **DEPENDABLE** service. Whenever wear and misadventure eventually occur you'll find a Johnson Service-Dealer near you to take care of your service needs. Many in Johnson's nation-wide dealer organization have factory-trained mechanics to keep your motor in tip-top shape. **SERVICE** is just one of the many "extras" you get when you make Johnson your choice.

JOHNSON MOTORS • WAUKEGAN, ILL.