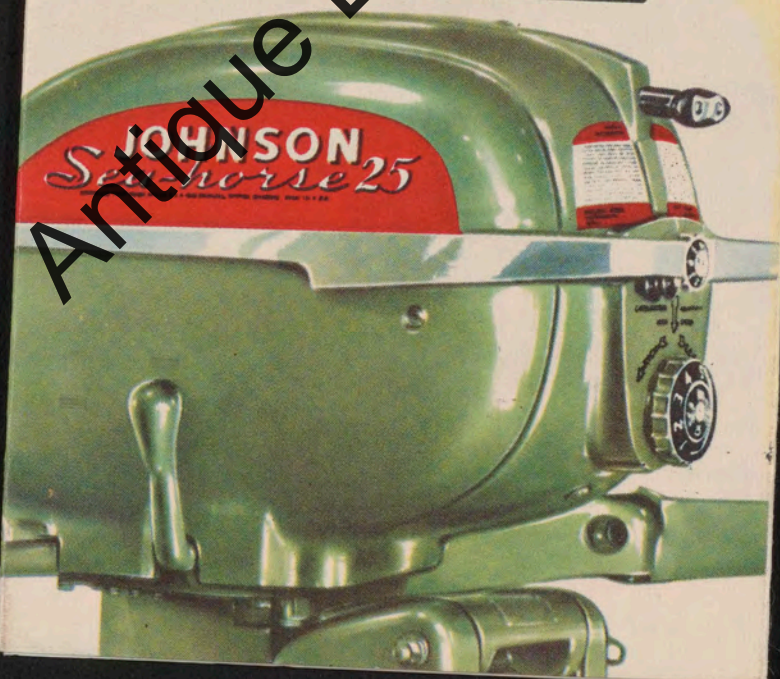


JAN 1951

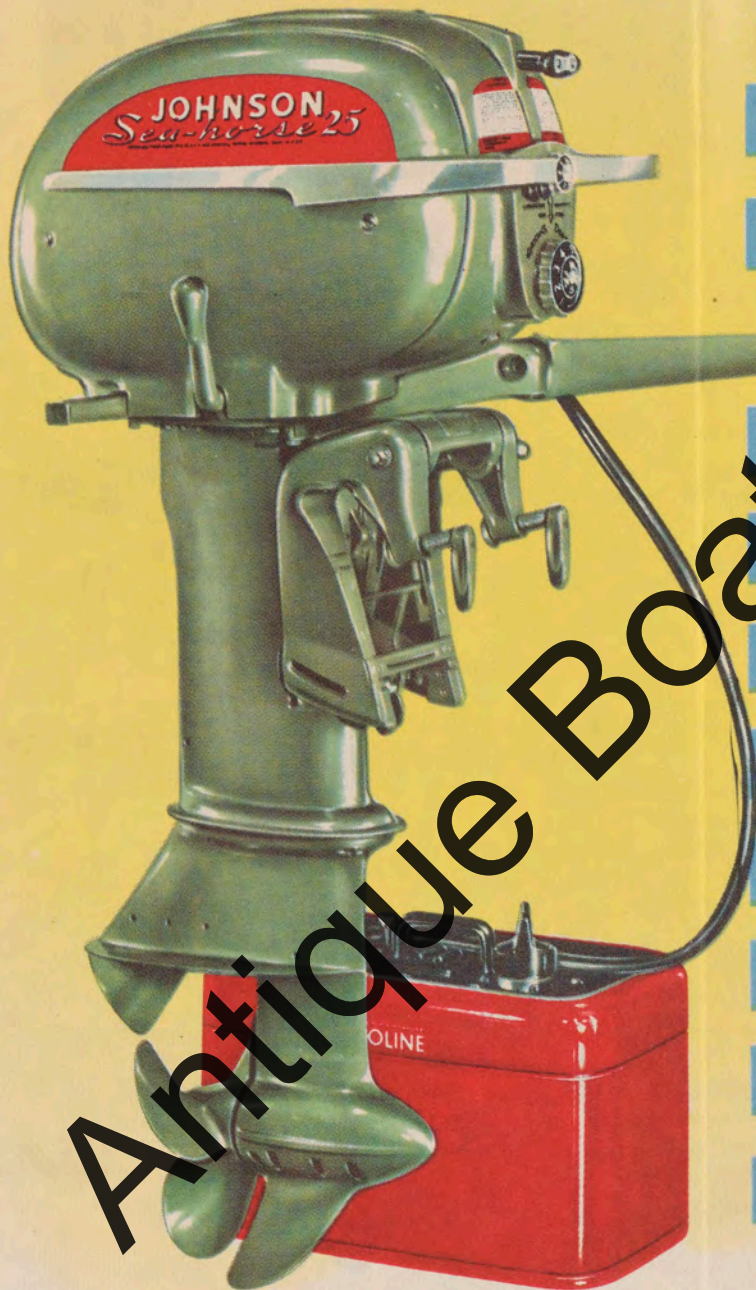
This is

THE



Antique Boat Museum

... THE NEW **JOHNSON** *Sea-Horse* "25"



25 HORSEPOWER

... YET IT TROLLS

JUST 85 POUNDS ...

GEAR SHIFT ...

SYNCHRO TWIST-GRIP

SPEED CONTROL ...

SEPARATE MILE-MASTER

FUEL TANK (6 gals.) ...

... AT AN AMAZINGLY

LOW PRICE



Fun for the kids with a **DEPENDable Johnson**



Skimming the water to that favorite fishin' haunt.

Johnson

AMERICA'S No. 1 CHOICE FOR

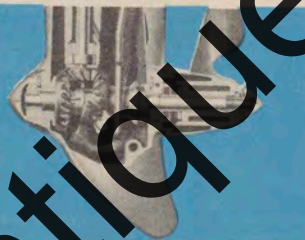
DEPENDability

For 1951 Johnson brings you four brilliant Alternate Firing Twins ranging from the world's lightest to the world's most powerful. Never before has there been such a modern line where just four motors so completely cover the field of all outboard requirements.

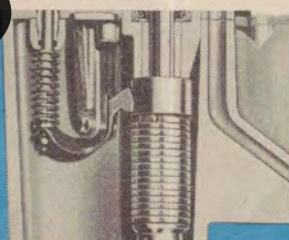
The feature packed 1951 Johnsons are smooth as velvet in performance — new as tomorrow in design. And into each of these four great models is built traditional Johnson **DEPENDability** — the characteristic that puts Johnson in a class above all others. You owe it to yourself to see, to compare, then **BUY** the Sea-Horse of your choice.



JOHNSON SEA-HORSE OUTBOARD MOTORS FOR 1951 →



GEAR SHIFT CONTROL
...revolutionizes boat handling. Allows shifting to Neutral, Forward or Reverse. Bevel gears operating in Hypoid oil are constantly in mesh and are controlled by conveniently located shift lever. Automatic speed limitations make Johnson's Gear Shift Control practical.



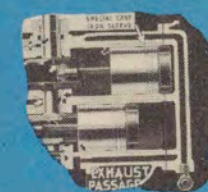
NEUTRAL CLUTCH
...a simple mechanism to provide neutral on smaller motors. Spiral spring grips metal cylinder on driveshaft. When spring's grip is released by control lever on powerhead the direct drive from the driveshaft is disengaged. Motor runs but propeller stands still.



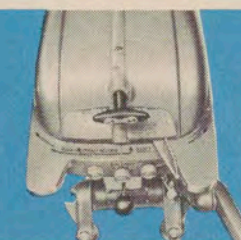
MILE-MASTER FUEL TANK
...with 6-gal. "all-day" fuel supply. 12' flexible fuel line plugs in like a toaster—automatically seals against leaks when disconnected — lets you place tank anywhere in boat. Fuel gauge, recess for hose storage, easy carrying handle. Motor automatically maintains even flow of fuel.



VARI-VOLUME PUMP
...is another Johnson development. Located on the driveshaft above the gear case, rotor is rubber, encased and accessible. Acts as a positive displacement pump at slow speeds; a centrifugal pump at high speeds. Adequate cooling even in muddy or sandy water.



ALTERNATE FIRING
... provides easy starting, smooth running at high or low speeds. Cylinders designed side by side in aluminum cylinder block with cast-in iron sleeves. Makes motor compact, lightweight. Simplified carburetion. All '51 Johnson's are perfected Alternate Firing Twins.



SYNCHRO CONTROL
... opens and closes the throttle and simultaneously advances and retards the spark timing. The movement of one lever controls both and automatically maintains proper relation between the two at each speed. Insures most efficient operation. Featured on all '51 models.

Antique Boat Museum



Antique Boat Museum

Johnson has built the finest field service organization in the outboard motor industry. Wherever you go you'll find, nearby, one of the many thousands of Johnson service dealers. This is *important*. It's your assurance of **DEPENDable** performance always — and a high trade-in value when you decide to buy a new model.

JOHNSON MOTORS • WAUKEGAN, ILL.

PORT WASHINGTON MARINE

BOATS & MOTORS

290 Main Street, Port Washington, L.I.

Johnson

SEA-HORSES FOR 1951



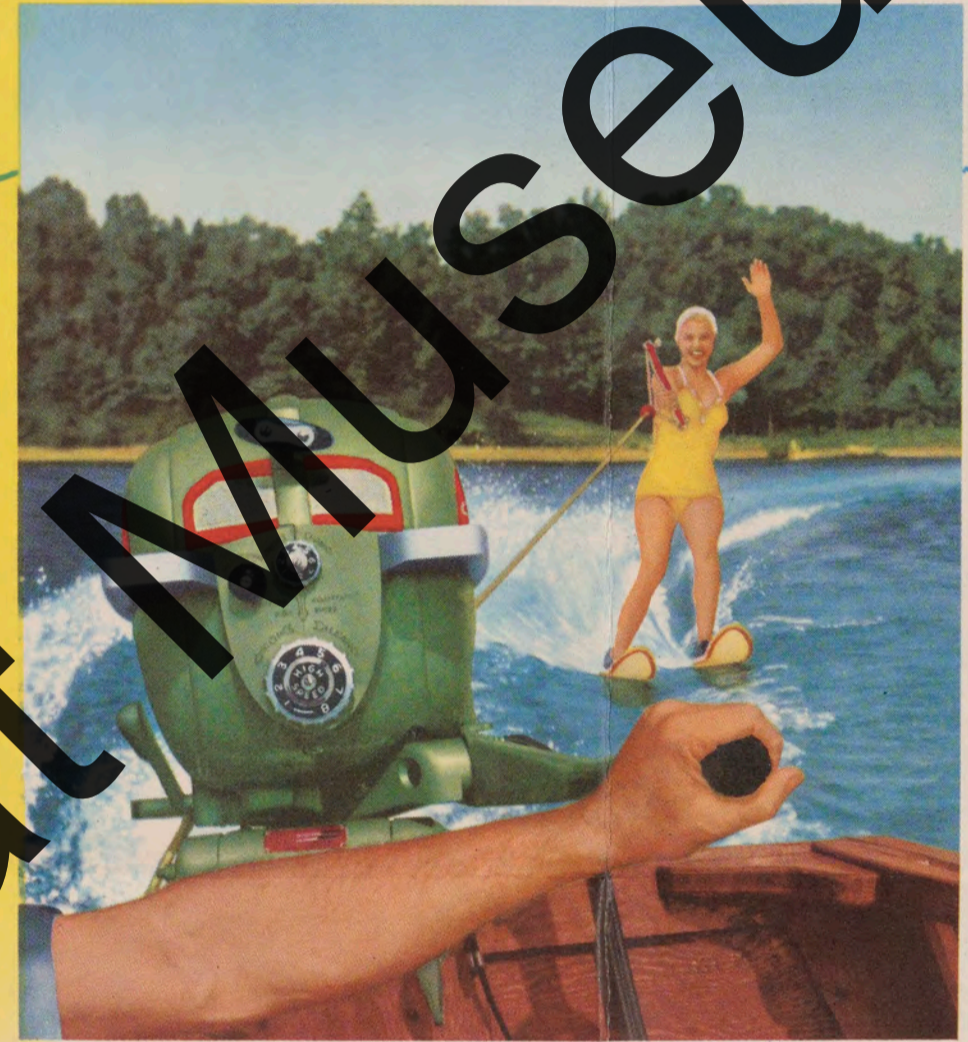
SEA-HORSE 25—25 H.P.†

Slow Trolling to Full Power Operating Range of 4000 to 5000 Revs. Per Min.

New for '51! The all-time sensation in outboard motoring. A super-powered, smooth-running motor with a range of performance that covers the waterfront. You'll be amazed at the ease of operation. It's a Gear Shift motor with all the maneuverability of Neutral-Forward-Reverse. The separate 6-gal. Mile-Master fuel tank provides hours of care-free cruising without refueling. Ideal for speed (over 30 m. p. h.). Ideal for "big" waters—for outboard cruisers—for water sports—and for fishing! Arranged for remote control.

Basic Weight... 85 lbs.*

NEW! Twist-grip on steering arm synchronizes both spark and throttle.



SEA-HORSE 2½—2.5 H.P.†

Slow Trolling to Full Power Operating Range of 3500 to 4500 Revs. Per Min.

Light in weight—BIG in features. An Alternate Firing Twin at the low cost of a single. Easy to start—simple to operate. Slowest trolling speeds. Full Pivot Reverse. Automatic Control Pilot. Plus many more features.

SEA-HORSE 5—5 H.P.†

Slow Trolling to Full Power Operating Range of 3500 to 4500 Revs. Per Min.

World's favorite fishing motor. Famous for slow trolling speeds. Neutral Clutch for added maneuverability. No shear pin. Vari-Volume pump for positive cooling at all speeds. Full Pivot Reverse. It's DEPENDABLE.

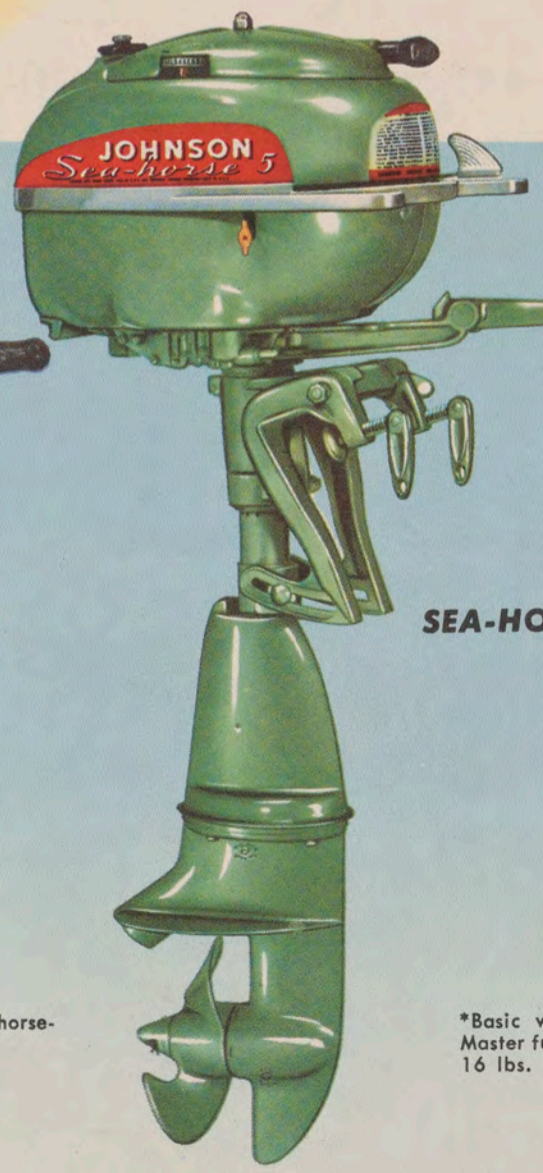
SEA-HORSE 10—10 H.P.†

Slow Trolling to Full Power Operating Range of 4000 to 5000 Revs. Per Min.

The motor that introduced Gear Shift Control, separate Mile-Master fuel tank and other great features. Split-second acceleration. Over 20 m.p.h. at full power. Yet it trolls. You'll marvel at its all-around performance.



SEA-HORSE 2½



SEA-HORSE 5



SEA-HORSE 10

†O.B.C. certified brake horse-power at 4000 r.p.m.

*Basic weight without Mile-Master fuel tank which weighs 16 lbs.