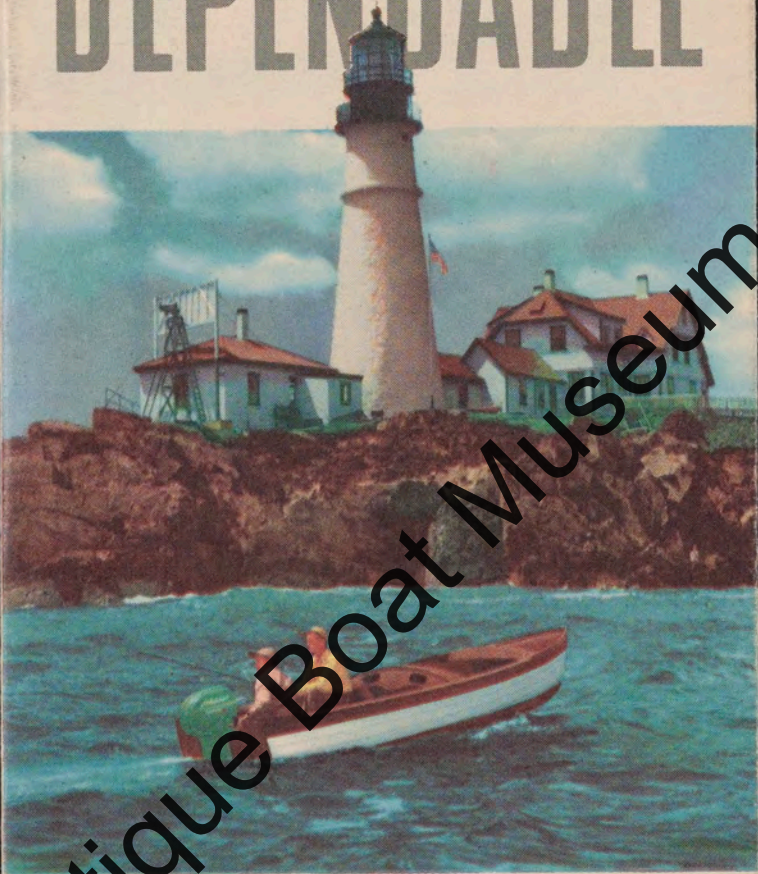


DEPENDABLE



Portland Head Light

Johnson

Sea-Horses for 1952



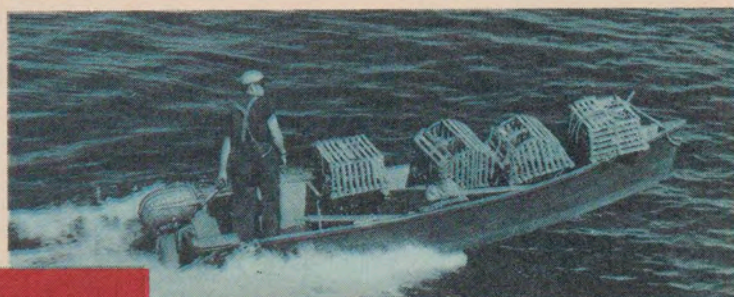
**MEN WHO KNOW
OUTBOARDS CHOOSE**

Johnson

*It's a fact . . . Ownership surveys prove Johnson is the outstanding choice of men who know outboard motors best. By actual count among fishing experts, 76% more own Johnson Sea-Horses than own any other make of outboard motor! The nation's automotive engineers show the same preference. Commercial users, explorers, yachtsman—all critical judges of outboard motor performance—choose Johnson. You can't go wrong when you follow the lead of the experts and buy Johnson **DEPENDability**.*

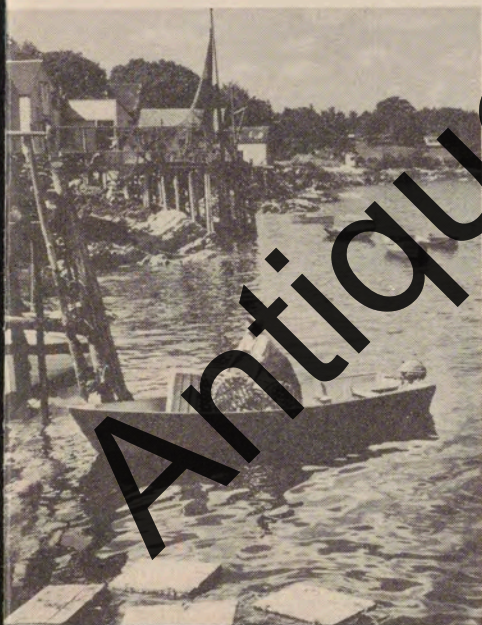


Above. The ALL-NEW Sea-Horse 3 featuring Johnson Angle-matic Drive. Shock resistant, Shoal riding, Weedless. 3 h.p. Approx. 29 lbs.!



EXPERIENCE-WISE OUT-BOARD OWNERS BUY JOHNSON IN PREFERENCE TO ANY OTHER MAKE

Above. Commercial fishermen give their motors a bigger workout in a single day than many sportsmen do in a full season. It is significant that so many of them buy Sea-Horses.



YOU'RE

YEARS AHEAD... WITH

Johnson



It has *always* been so. It still is. You're YEARS ahead with Johnson! Johnson offers you Gear Shift and Neutral Clutch, which obsolete fixed-gear drives in the larger sizes of outboard motors. Johnson offers you the separate, plug-in Mile-Master Fuel Tank, which outmodes built-in fuel tanks in motors developing 10 h.p. and up. Johnson offers you synchronized twist-grip speed control, which modernizes the handling of high-powered motors. Johnson offers you Anglematic Drive which obsoletes all small motors that have no provision for negotiating weeds, stump infested waters and shallows. No other outboard motor manufacturer has created so many important, patented outboard developments as Johnson. No other manufacturer has so influenced the whole trend of outboard motoring. It's a fact... you're YEARS ahead with Johnson.



Thrills unlimited—the Sea-Horse 25.

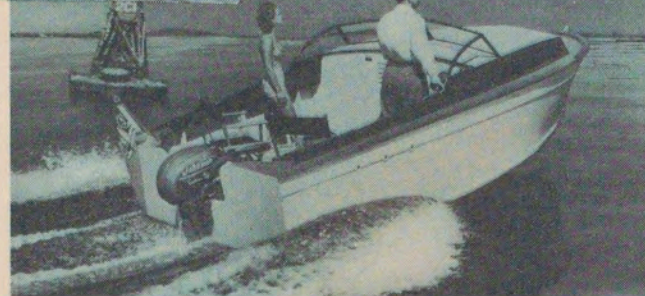


• 10 horsepower in action—creeping without a falter. Evidence of the superior quality built into Johnson Sea-Horse outboard motors.

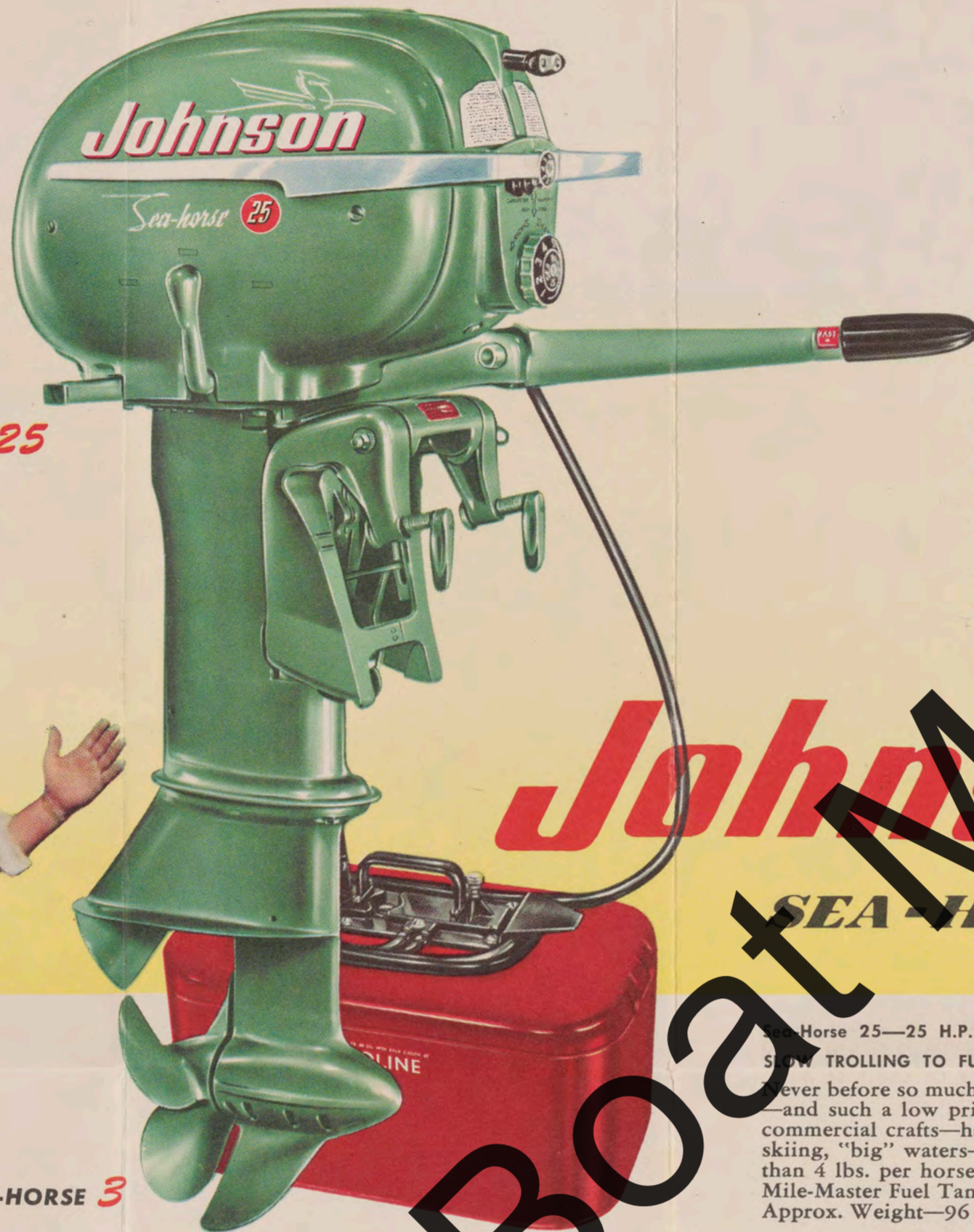


• Above. Sight-seeing, a favorite vacation pastime, done with the modern Sea-Horse 10. The scene: Cundy's Harbor, Me.

• Left. The Sea-Horse 25, with its wide range performance, maneuverability, and long cruising range, opens entirely new cruiser possibilities at a new low cost.



For 1952 Johnson brings you four brilliant Alternate Firing Twins, ranging from the world's lightest to the world's most powerful. Here, in only four motors, is everything you could want for every outboard need.



SEA-HORSE 25



COMPARE

YOUR DOLLAR BUYS MORE IN A JOHNSON

COMPARE STARTING: All Sea-Horses are famous for easy-starting—the very first step to outboard satisfaction.

COMPARE SMOOTHNESS: You can feel the silken smoothness of Johnson's Perfected Alternate Firing at any speed.

COMPARE WEIGHT: The New Sea-Horse 3 (3 H.P.) weighs less than 30 lbs.—the Sea-Horse 25, less than 4 lbs. per h.p.

COMPARE FEATURES: Johnson's advanced features obsolete conventional designs. Compare, then buy a modern motor.

COMPARE SERVICE: Johnson has the finest field service organization in the industry to assure your uninterrupted outboard satisfaction.

COMPARE PRICE: Power for power, feature for feature, compare price. You'll see that your dollar buys more in a Johnson!

Johnson



SEA-HORSES FOR 1952



SEA-HORSE 3

Sea-Horse 3—3 H.P.†

SLOW TROLLING TO FULL-POWER OPERATING RANGE OF 3500 TO 4500 REVS. PER MINUTE

A NEW full-fledged Sea-Horse, with traditional Johnson ruggedness and DEPENDABILITY. An Alternate Firing Twin that weighs less than 30 lbs! Featuring the amazing Johnson Angle-Matic Drive (patented) which makes you where no other drive dare venture. Economical to buy and operate. Approx. Weight—29 lbs.

Sea-Horse 5—5 H.P.†

SLOW TROLLING TO FULL-POWER OPERATING RANGE OF 3500 TO 4500 REVS. PER MINUTE

Famous for slow, consistent, trolling speeds hour after hour. The Neutral Clutch and No-Shear-Pin features—the light weight, low cost, positive cooling, easy starting, and smooth operation at any speed—ALL contribute to make the Sea-Horse 5 the fisherman's favorite outboard. Approx. Weight—44 lbs.

Sea-Horse 10—10 H. P.†

SLOW TROLLING TO FULL-POWER OPERATING RANGE OF 4000 TO 5000 REVS. PER MINUTE

A pace setter in the industry. First to introduce Gear Shift Control, Separate Mile-Master Fuel Tank, Vari-Volume Pump, Big Motor Trolling . . . and more! Quiet, smooth performance at high, intermediate and slow speeds. Terrific acceleration—from idling to full throttle in seconds! Approx. Weight 58 lbs.*



SEA-HORSE 5



SEA-HORSE 10

NEW!
JOHNSON'S AMAZING ANGLE-MATIC DRIVE!
 Now! Go wherever there's enough water to float your boat. No more fishin' the fringes. Go right in!
 1. Skis right over underwater obstacles
 2. Slides through weeds
 3. Keeps on driving in shallows



†All horsepower ratings are O.B.C. certified at 4000 r.p.m.

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

Antique Boat Museum

The Antique Boat Museum
100 Mary Street
Clayton, NY 13624

Johnson Motors reserves the right to change construction, materials, or specifications without notice and without obligation. All weights are subject to slight variations.

JOHNSON MOTORS • WAUKEGAN, ILL.

102W-1151

Litho. in U.S.A.