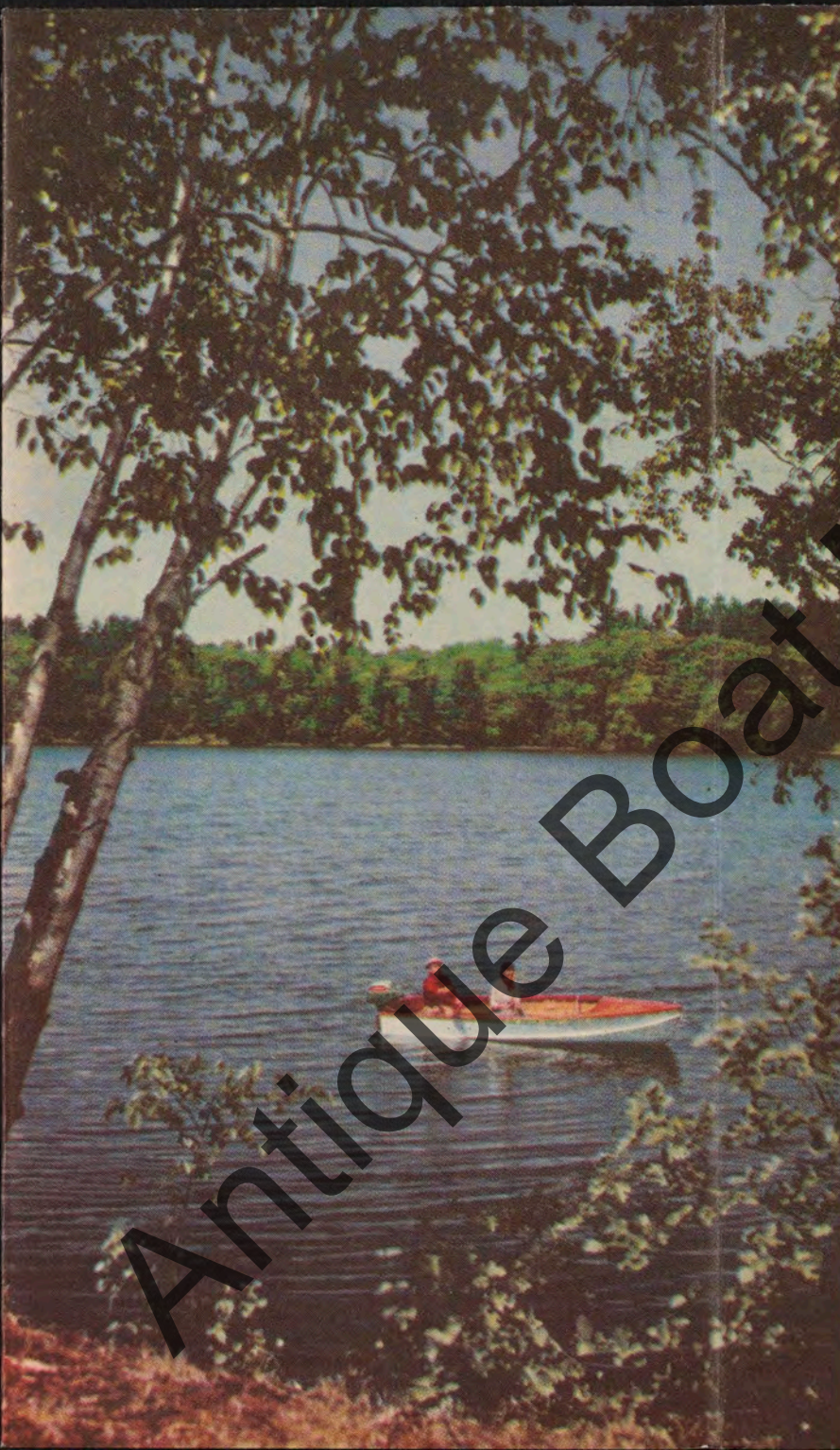


NEW

**NEUTRAL
CLUTCH**

JAN 25 1950

Johnson
Sea-Horse
OUTBOARD MOTORS

A scenic photograph of a lake with a boat and trees. The image shows a calm body of water with a small boat in the middle ground. The background is filled with lush green trees, and the foreground shows some foliage. The overall scene is peaceful and natural.

Sea-Horse

OUTBOARD MOTORS

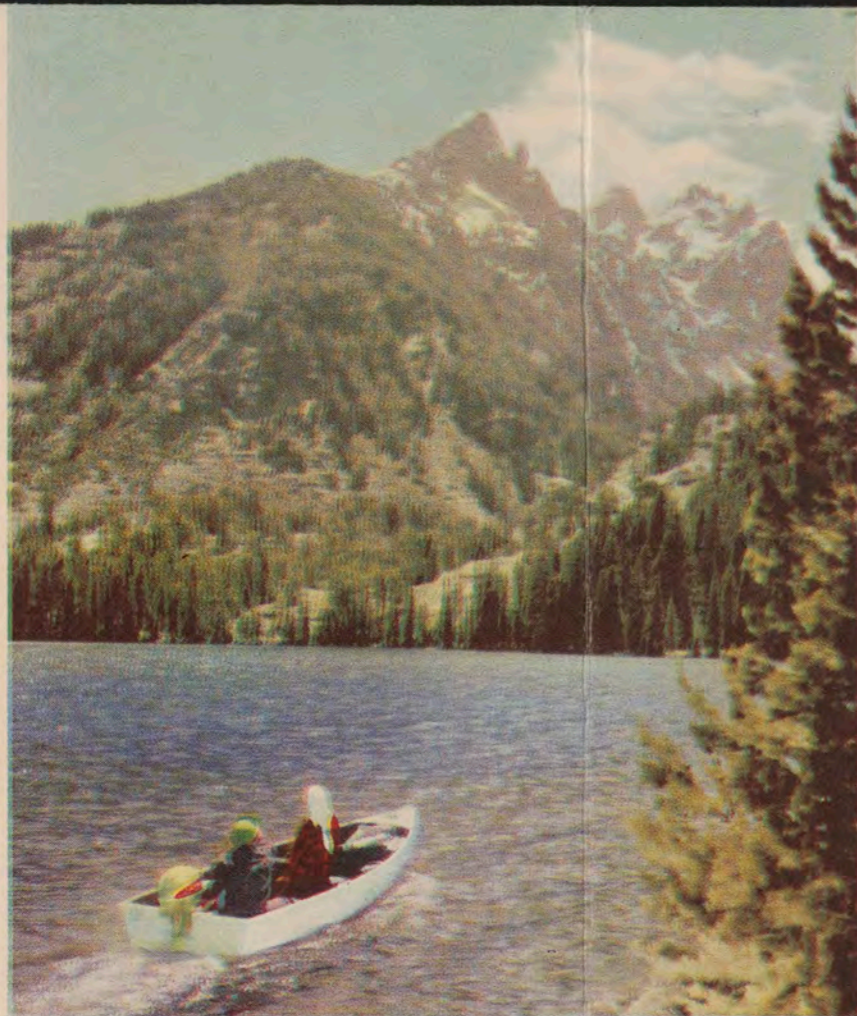


Up scenic streams and over vast waterways travel many thousands of contented Johnson owners... out to enjoy the rich heritage that is theirs in the out-of-doors.

Johnson motors are built for fun... built for the fisherman... built for the boater... built for the fullest enjoyment of carefree hours that can be spent on the water away from the humdrum of daily living.

Johnson motors are DEPENDable motors built with the know-how gained from twenty-eight years' experience in outboard manufacturing. Look to Johnson for fine features... long life... master craftsmanship.





Johnson presents for 1950 a New Neutral Clutch on the "Famous Five," a favorite of fishermen everywhere. New maneuverability is yours in this standard of fishing motors. Newly named the Model TN, this motor has the Vari-Volume Pump introduced last year in the now famous Gear Shift Model QD for positive cooling at all speeds . . . a new sure-fire Shock Absorber Drive assuring shear-pin-proof operation.

You'll find a motor in the Johnson line to exactly fit your needs whether it's for a lightweight fishing motor or a powerful, sturdy motor for heavy duty use.

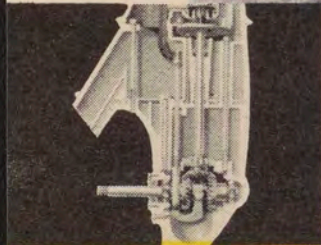
You'll be pleased with the features that make each model outstanding in its horsepower class. You'll appreciate the light weight of the smaller horsepower motors so popular with the fisherman. You'll like the speed, stamina and long cruising range of the larger motors so universally used for pleasure.

Johnson Motors invite comparison. "Get into a boat and see for yourself." Each Johnson's all around performance will be your invitation to buy the motor that will give you years of trouble-free service.



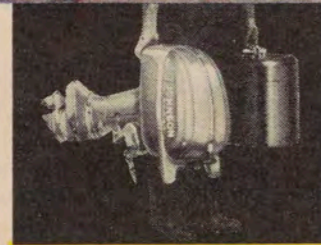
Johnson

SEA-HORSE OUTBOARD MOTORS • 1950



GEAR SHIFT CONTROL

. . . allows shifting to neutral, forward or reverse. Convenient shift lever on powerhead controls spiral bevel gears. Johnson engineered automatic devices make gear shift control practical. Lubricant for gears kept in by efficient seals.



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. Motor 58 pounds in one hand, tank with fuel supply about 54 pounds in the other hand.



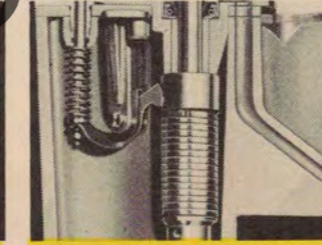
MILE-MASTER FUEL TANK

. . . with five gallon fuel supply provides long cruising range. 12-foot fuel line "plugs in" like a toaster . . . lets you set tank any place in boat. Fuel gauge . . . easy carrying handle. Motor automatically maintains even flow of fuel after initial supply is built up.



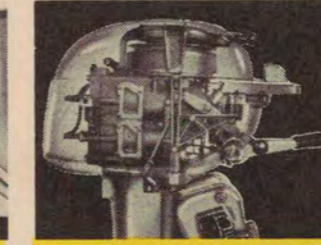
TWIN-GRIP HANDHOLDS

. . . 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.



NEUTRAL CLUTCH

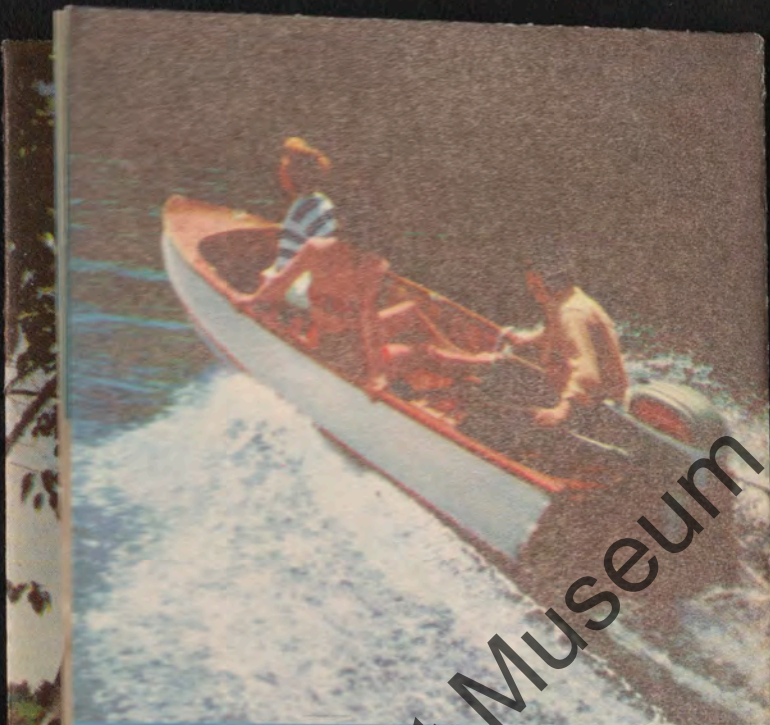
. . . a new, simple device to provide Neutral on smaller motor. Spiral spring grips metal cylinder on drive-shaft. When spring's grip is released by control lever on powerhead the direct drive from the driveshaft is disengaged.



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.





★ You'll appreciate the many extras you'll enjoy when you buy a Johnson . . . Service will never be far away. Many of Johnson's dealers have factory-trained mechanics . . . You'll appreciate Johnson's *trouble-free performance* and *long life*. Many Johnson Sea-Horse 10 — 15 — even 20 years old are still leaving their wakes along our waterways . . . *High trade-in value* is still another extra you'll appreciate when you come to trade your motor for a newer model . . . Consider all of these items in addition to Johnson's great features when you buy your outboard motor. You'll discover that you can't afford to buy anything less than a Johnson!

JOHNSON MOTORS • WAUKEGAN, ILL.

Johnson



MODEL HD—2.5 H. P.†

Approved Operating Range
3500 to 4500 Revs. Per Min.

Smallest member in Johnson's family of Twins — Alternate Firing for smoothness, Underwater Exhaust for quietness. Full Pivot Reverse — Automatic Co-Pilot and many more fine Johnson features. A favorite of fishermen everywhere. Only 31 pounds. It's a motor the whole family will enjoy. For canoes, outboard boats and as auxiliary power.

Basic Weight 31 lbs.

MODEL PO—22.0 H. P.†

Approved Operating Range
4000 to 5000 Revs. Per Min.

Twenty-two lively horsepower provide surging power for fast step-hydroplane or commercial use. Sturdy and powerful. Dependably built for years of heavy-duty service. Twist-grip throttle control. Arranged for remote control. Float-feed carburetor with integral rotary valve intake and many other Johnson features, including Vacuum-Pressure cooling and Release Charger.

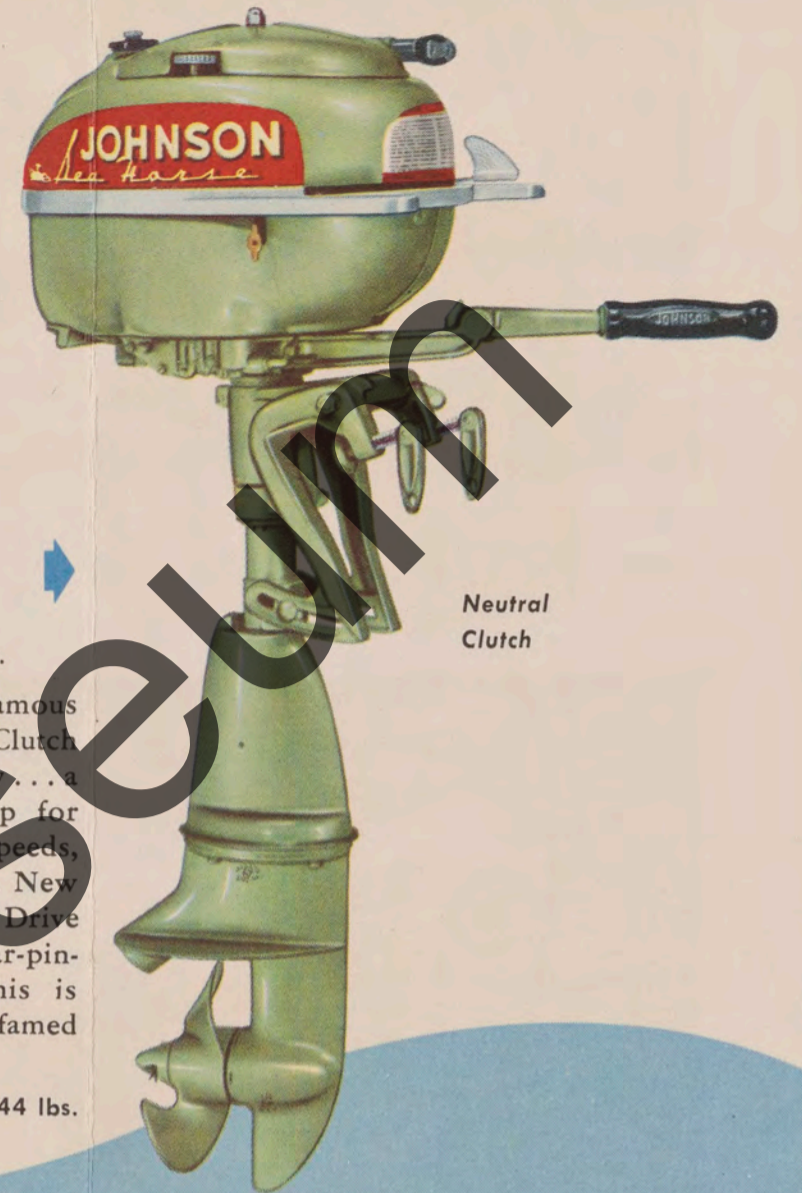
Basic Weight 115¼ lbs.

MODEL TN—5.0 H. P.†

Approved Operating Range
3500 to 4500 Revs. Per Min.

NEW! Now Johnson's "Famous Five" has a New Neutral Clutch for added maneuverability... a New Vari-Volume Pump for positive cooling at all speeds, including Neutral... a New sure-fire Shock Absorber Drive assuring virtually shear-pin-proof operation. All this is NEW in the motor so famed for DEPENDABILITY.

Basic Weight 44 lbs.



Neutral Clutch

SEA-HORSE OUTBOARD MOTORS FOR 1950



Gear Shift Control and Mile-Master Fuel Tank

MODEL QD—10.0 H. P.†

Approved Operating Range
4000 to 5000 Revs. Per Min.

Gear - Shift Control, separate Mile-Master fuel tank and many other great features truly make the QD a revolutionary motor. Breath-taking pick-up and GO! Power to pull an aquaplane. Yet, the QD will creep at a snail's pace. Enthusiastic owners marvel at all-around performance. Get in a boat and see for yourself.

Basic Weight 58 lbs.*



MODEL SD—16.0 H. P.†

Approved Operating Range
4000 to 5000 Revs. Per Min.

Want power to pull a load at a lively clip? Want hold-your-hat acceleration? Want an all-around fast motor that's built with the know-how of Johnson's 28 years' experience? The SD is your answer. Separate Mile-Master Fuel Tank for greater cruising range. Largest Alternate Firing Twin. Arranged for remote control.

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.