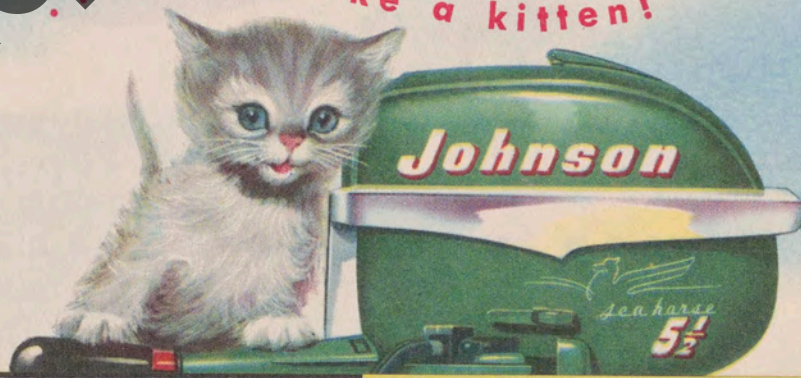


**NOW! THE WORLD'S FIRST REALLY**

**QUIET**

**OUTBOARD MOTOR**

*... purrs like a kitten!*



## Entirely New!

### SEA-HORSE 5½

Here is the world's first really *quiet* outboard motor. And it's packed with more modern developments than have ever before been concentrated in any model, *regardless of size!*

- New! Revolutionary Quiet
- New! Suspension Drive—No Vibration
- New! Up-and-Off Motor Hood
- New! Mile-Master Fuel System (4 Gallons)
- New! Gear Shift—Neutral, Forward, Reverse
- New! Twist-Grip Speed Control
- New! 5½ Horsepower

## Better than Ever!

### SEA-HORSE 10

The 1954 version of the brilliant model that has set outboard motordom afire. Flashing speed. Terrific acceleration. Yet, compact, easy to handle. More great features than ever!

- New Styling
- New Up-and-Off Motor Hood
- New Carburetor Intake Silencers
- Full Gear Shift—Neutral, Forward, Reverse
- Mile-Master Fuel System (6 Gallons)
- Twist-Grip Speed Control
- Fitted for Ship-Master Remote Control

## Electric Starting

### SEA-HORSE 25

All the sensational performance and features of the Sea-Horse 25—plus *Johnson-engineered electric* starting. Here is luxury unlimited!

- Choke and Starter Buttons on Dash Panel for Push Button Starting
- Plus Conventional Manual Starting
- Full Gear Shift—Neutral, Forward, Reverse
- Fitted for Ship-Master Remote Control
- Mile-Master Fuel System (6 Gallons)
- Speeds Over 30 mph



The World's First Really Quiet Outboard Motor



**SEA-HORSE 5 1/2**

5 1/2 H.P. Revolutionary Quiet—conversation now becomes a part of outboard boating. Suspension Drive—completely isolates your boat from engine vibration; no more transom chatter! Full Gear Shift—neutral, forward, reverse. Mile-Master Fuel System (4 gallons). Twist-Grip Speed Control. Up-and-Off Motor Hood. All with priceless handling ease!

AMERICA'S **DEPENDable**  
OUTBOARD MOTORS

Johnson is the first manufacturer to have built a million outboard motors—(and each one proudly bears the Johnson name)!

As the millionth motor rolled off the lines, a search was instituted to establish the vintage of the oldest Johnsons still in existence.

The results were incredible!

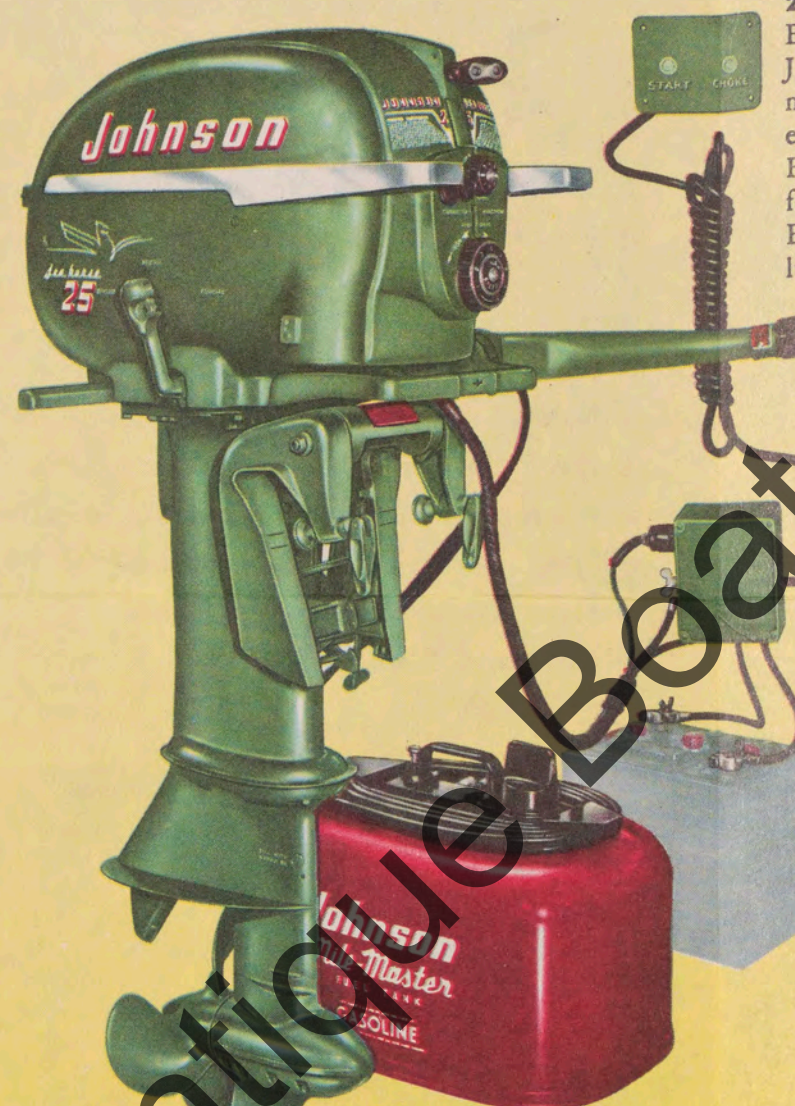
All of the 50 oldest motors reported were built in the first three months of Johnson outboard production! All verified! All 31 years old. *The very first Johnson ever sold is still in use!*

Johnsons always have been, and always will be, built for ruggedness and long life. They are noted for DEPENDability—because they ARE dependable.

**JOHNSON MOTORS, WAUKEGAN, ILL.**

OBC All horsepower ratings are OBC certified brake horsepower at 4000 rpm. All weights shown are approximate.

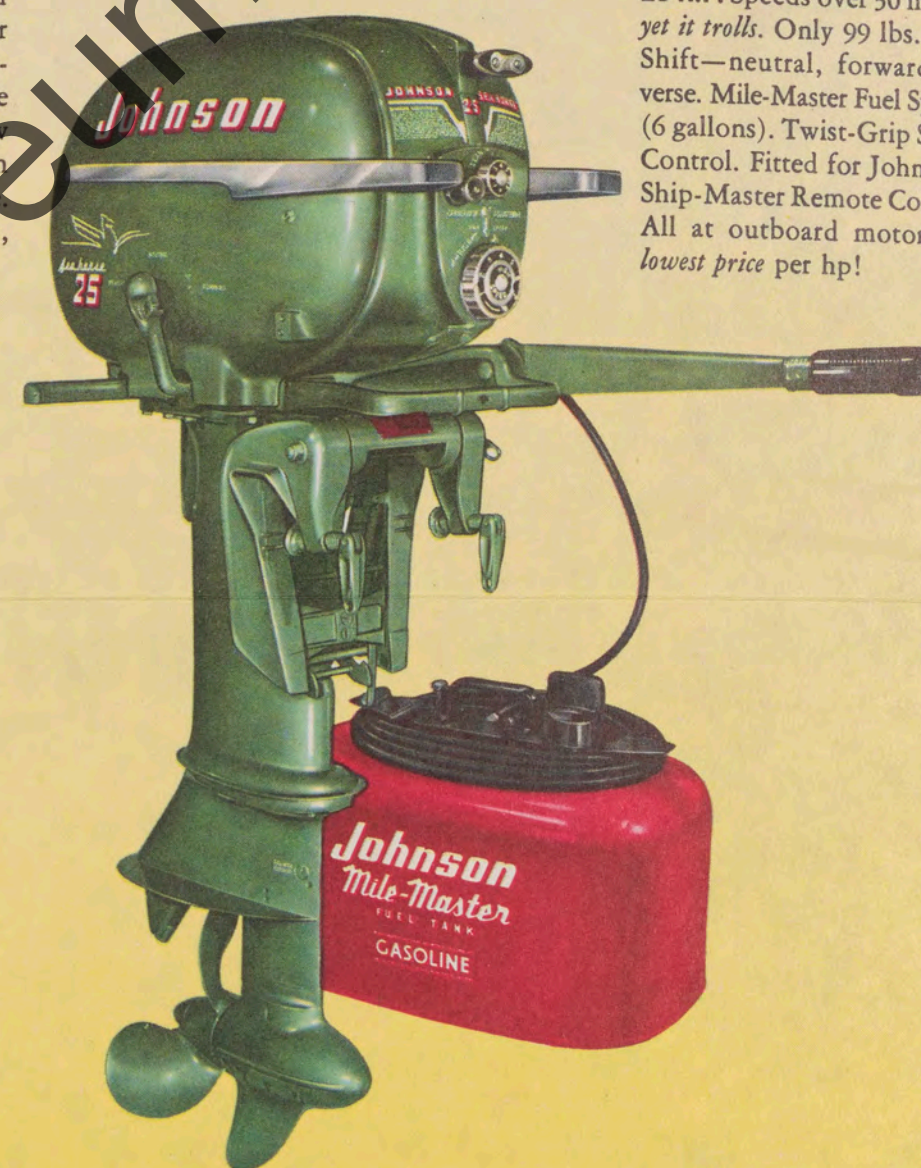
**ELECTRIC STARTING  
SEA-HORSE 25**



25 H.P. Johnson-engineered Electric Starting. Fitted for Johnson's Ship-Master Remote Control. Also can be equipped with Johnson's new Fuel-Master Supply System for extra long cruising range. Everything for automatic, luxurious boating.

**SEA-HORSE 25**

25 H.P. Speeds over 30 mph—yet it trolls. Only 99 lbs. Gear Shift—neutral, forward, reverse. Mile-Master Fuel System (6 gallons). Twist-Grip Speed Control. Fitted for Johnson's Ship-Master Remote Control. All at outboard motoring's lowest price per hp!



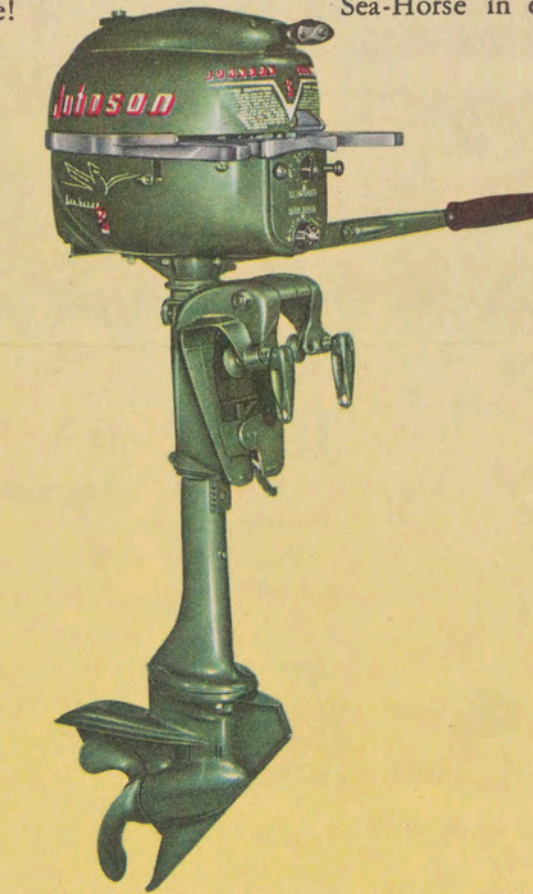
**SEA-HORSE 10**

10 H.P. New Carburetor Intake Silencers. New Up-and-Off Motor Hood. Full Gear Shift—neutral, forward, reverse. Mile-Master Fuel System (6 gallons). Twist-Grip Speed Control. Fitted for Johnson's Ship-Master Remote Control. Brilliant performance!

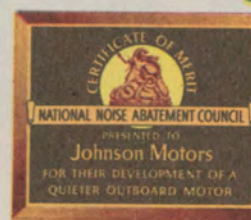


**SEA-HORSE 3**

3 H.P. With Johnson's amazing Angle-matic Drive—that takes you through thick weeds, shallows, obstructed waters. A 32-lb Twin. Totes like a tackle box—but drives an average fishing boat at a smart clip. A full-fledged Sea-Horse in every respect!



A MOTOR FOR EVERY OUTBOARD NEED — ALL PERFECTED ALTERNATE FIRING TWINS



The Sea-Horse 5 1/2 has the distinction of being the first outboard motor ever to win a citation from the National Noise Abatement Council.

WITH THE GREATEST DEVELOPMENTS IN OUTBOARD HISTORY!

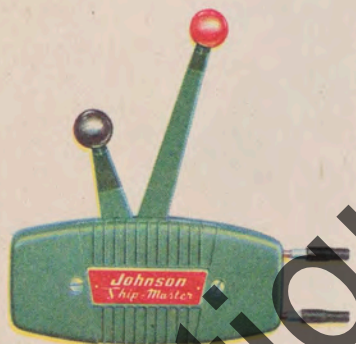


**JOHNSON**  
Sea-Horse

### SHIP-MASTER REMOTE CONTROL

Now! Shift-and-throttle operation at your steering wheel—with a simple, low-cost, foolproof package that does wonders for outboard driving! Smooth as silk in operation and as **DEPENDable** as the great motors for which it is engineered. Corrosion-proof. The Sea-Horse 10 and both Sea-Horse 25s are equipped with built-in snap connectors for Ship-Master. You hook up or detach in *seconds!*

Available in Single or Double Control models—the latter (shown at right) for twin engine hook-ups. Optional cable lengths from 5 to 17 feet.



**JOHNSON MOTORS • WAUKEGAN, ILLINOIS**