

Johnson...1956

Antique Boat Museum

THE NEW BRONZED SEA-HORSES

America's most beautiful outboard motors

Introducing

9 New Sea-horses

from 3 to 30 horsepower

in brilliant

HOLIDAY BRONZE

One famous name and nine famous motors are yours for 1956 . . . with classic new beauty, smooth, quiet performance, and historic Johnson DEPENDability. Your boat deserves the best—choose Johnson. No outboard motor can do more for your hours of pleasure on the water.

Johnson

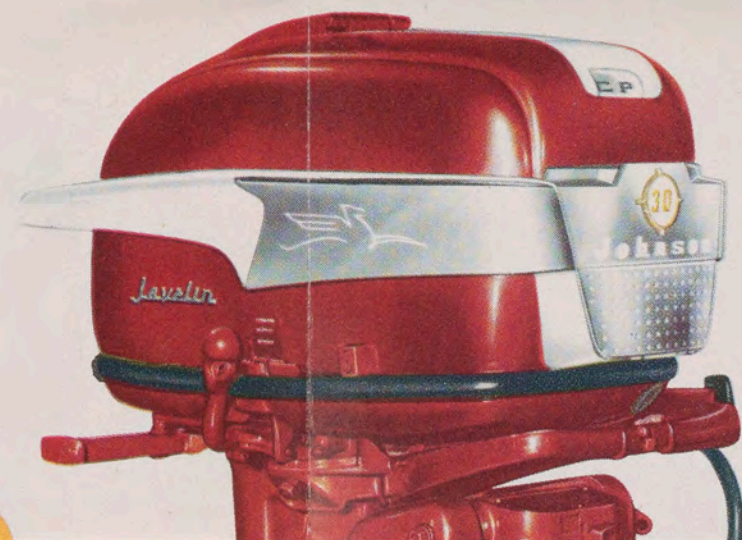
a complete line of . . .

America's most beautiful outboard motors



FULL RANGE OF POWER

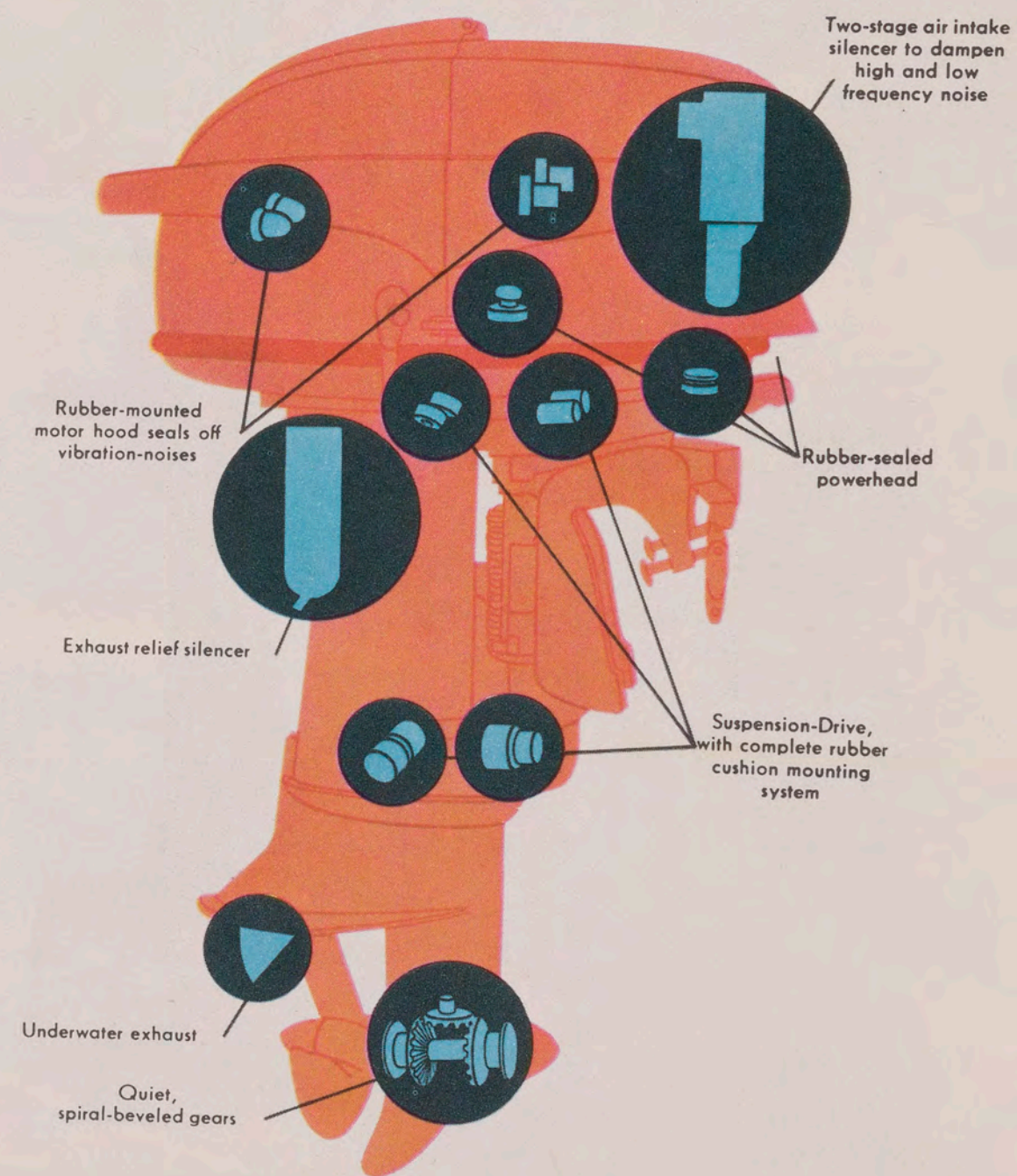
the thrilling NEW
Javelin

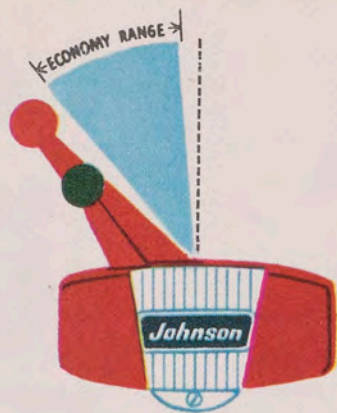


1956

JOHNSON SEA-HORSE SPECIFICATION CHART

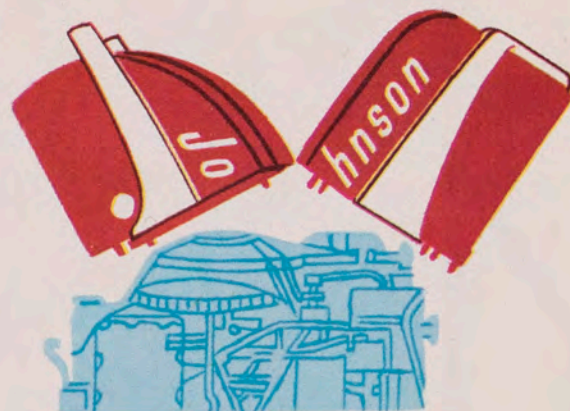
| | JAVELIN 30 | SEA-HORSE 30 <i>Electric Starting</i> | SEA-HORSE 30 <i>Manual Starting</i> | SEA-HORSE 15 <i>Electric Starting</i> | SEA-HORSE 15 <i>Manual Starting</i> | SEA-HORSE 10 | SEA-HORSE 7½ | SEA-HORSE 5½ | SEA-HORSE 3 |
|---------------------------------------|---|--|--|--|--|--|--|--|--|
| SILENCING METHODS | Suspension Drive, 2-Stage Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, 2-Stage Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater exhaust, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, 2-Stage Intake Silencer, Sound-Sealed Hood, Sealed-In Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, Intake Silencer, Underwater Exhaust, Sound Sealed Hood, Sealed-In Powerhead, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, Intake Silencer, Underwater Exhaust, Sound-Sealed Hood, Sealed-In Powerhead, Exhaust Relief Silencer, Quiet Gears. | Suspension Drive, Intake Silencer, Sound-Sealed Hood, Underwater Exhaust, Exhaust Relief Silencer, Sealed-In Powerhead, Quiet Gears. | Suspension Drive, Intake Silencer, Sound-Sealed Hood, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears, Sealed-In Powerhead. | Suspension Drive, Intake Silencer, Sound-Sealed Hood, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears, Sealed-In Powerhead. | Intake Silencer, Underwater Exhaust, Partial Exhaust Relief Silencer, Quiet Gears. |
| BORE & STROKE | Bore, 2⅞"; Stroke, 2¼" | Bore 2⅞"; Stroke, 2¼" | Bore, 2⅞"; Stroke 2¼" | Bore, 2⅞"; Stroke, 2¼" | Bore, 2⅞"; Stroke, 2¼" | Bore, 2⅞"; Stroke, 1⅞" | Bore, 2⅞"; Stroke, 1¾" | Bore, 1⅞"; Stroke, 1½" | Bore, 1⅞"; Stroke, 1⅞" |
| PISTON DISPLACEMENT | 35.7 cu. in. | 35.7 cu. in. | 35.7 cu. in. | 19.94 cu. in. | 19.94 cu. in. | 16.6 cu. in. | 12.4 cu. in. | 8.84 cu. in. | 5.28 cu. in. |
| GEAR RATIO | .572 | .572 | .572 | .572 | .572 | .578 | .578 | .578 | .609 |
| MOTOR REVOLUTIONS | 4000-5000 RPM | 4000-5000 RPM | 4000-5000 RPM | 4000-5000 RPM | 4000-5000 RPM | 4000-5000 RPM | 3500-4500 RPM | 3500-4500 RPM | 3500-4500 RPM |
| FUEL CAPACITY | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 6 gallon Mile-Master System | Separate 4¼ gallon Mile-Master System | Separate 4¼ gallon Mile-Master System | 4.88 pints |
| DRIVE | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd.-Rev. | Gear Shift—Neutral-Fwd. Rev. | Gear Shift—Neutral-Fwd.-Rev. | Full Pivot Reverse |
| REMOTE CONTROL FITTINGS | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | No |
| SPEED CONTROL | Remote Control (or Manual Throttle) | Remote Control (or Manual Throttle) | Twist-Grip Control | Twist-Grip Control | Twist-Grip Control | Twist-Grip Control | Twist-Grip Control | Twist-Grip Control | Single Lever Control |
| SPEED RANGE AVERAGE | Slow trolling to over 30 MPH | Slow trolling to over 30 MPH | Slow trolling to over 30 MPH | Slow trolling to over 25 MPH | Slow trolling to over 25 MPH | Slow trolling to over 20 MPH | Slow trolling to over 17 MPH | Slow trolling to over 12 MPH | Slow trolling to over 8½ MPH |
| WEIGHT | 128 lbs. (Long model, 130 lbs.) Mile-Master Fuel Tank, 13 lbs. | 126 lbs. (Long model, 128 lbs.) Mile-Master Fuel Tank, 13 lbs. | 112 lbs. (Long model 114 lbs.) Mile-Master Fuel Tank, 13 lbs. | 88.5 lbs. (Long model 90 lbs.) Mile-Master Fuel Tank, 13 lbs. | 78 lbs. (Long model 76.5 lbs.) Mile-Master Fuel Tank, 13 lbs. | 70.5 lbs. (Long model 72 lbs.) Mile-Master Fuel Tank, 13 lbs. | 56 lbs. (Long model 57 lbs.) Mile-Master Fuel Tank, 10 lbs. | 51 lbs. (Long model 52 lbs.) Mile-Master Fuel Tank, 10 lbs. | 32 lbs. (Long model 32½ lbs.) |
| LENGTH | 48" (Long model, 53") | 48" (Long model 53") | 48" (Long model, 53") | 44½" (Long model 49½") | 44½" (Long model 49½") | 43" (Long model 48") | 41" (Long model, 46") | 40" (Long model 45") | 37" (Long model 42") |
| WIDTH | 13½" | 13½" | 13½" | 12¼" | 12¼" | 11¾" | 10¾" | 11" | 9⅞" |
| STERN HEIGHT | 15" (Long model 20") | 15" (Long model 20") | 15" (Long model, 20") | 15" (Long model 20") | 15" (Long model, 20") | 15" (Long model 20") | 15" (Long model 20") | 15" (Long Model 20") | 15" (Long model 20") |
| PROPELLER | 3-blade rubber-floated alum., 10⅞" dia., 12½" pitch | 3-blade rubber-floated alum., 10⅞" dia., 12½" pitch | 3-blade rubber-floated alum., 10⅞" dia., 12½" pitch | 3-blade rubber-floated alum., 9" dia., 11" pitch | 3-blade rubber-floated alum., 9" dia., 11" pitch | 3-blade rubber-floated alum., 9" dia., 8" pitch | 2-blade alum. brass bushed, 8" dia., 8½" pitch. Weedless design | 2-blade alum. brass bushed, 8" dia., 7¼" pitch. Weedless design | 2-blade alum. brass bushed, 6⅞" Dia., 6¼" pitch. Weedless design |
| BRAKE H.P. CERTIFIED BY O.B.C. | 30 horsepower | 30 horsepower | 30 horsepower | 15 horsepower | 15 horsepower | 10 horsepower | 7½ horsepower | 5½ horsepower | 3 horsepower |





SAVE GASOLINE IN '56

NEW . . . an Automatic Fuel-Saver on all 30 h.p. Sea-horses cuts down fuel consumption in the range of speeds between half and full throttle. Degree of gas savings depends upon boat performance in this "cruising range." Simply: if your boat planes at speeds below full throttle, you will save gas automatically now.



HAS NO EQUAL

The Sea-horse Up-and-Off Motor Hood has no convenience equal to it in the outboard motor field. *No other* outboard motor can provide such *complete* accessibility to spark plugs. On 5½, 7½, 10, 15 and all 30 h.p. models. No screws, no bolts, no tools needed. Just snap two releases, and your hood is up . . . and off in a couple of seconds! Works perfectly with twin motors, too!



JUST LIKE YOUR CAR

Full Gear-shift, with Neutral, Forward and Reverse . . . adds more convenience to outboarding with the 5½, 7½, 10, 15, 15 electric, and all 30 h.p. Sea-horses. Like driving your car . . . but easier! Gear action is smooth, quiet and sure. The shift lever is designed for use with Ship-Master Remote Control, to give you the highest degree of convenience.



CORROSION PROTECTION FOR LONGER LIFE

All Sea-horses are scientifically guarded against corrosive elements in fresh and salt water. Special aluminum alloys, anodizing, chemical coatings, baked varnish, stainless steel, nylon, special waterproofing compounds and rust-inhibiting oils provide maximum protection. Tests show positively that there is no longer any need to flush your motors after salt-water use.

New . . . and wonderful for 1956

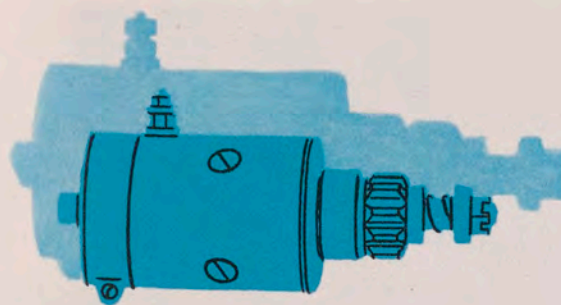
EASIER, SMOOTHER STARTING THAN YOU'VE EVER KNOWN BEFORE

Take it easy in 1956! A brand-new kind of easier starting marks another great stride forward by Johnson in adding new comfort, new convenience to outboarding! New BALANCED-PULL starting, with larger diameter oval-type starter pulley reduces former "jerky" action to a smooth, easier pull. On some 1956 Sea-horses it will be more than 40% EASIER than ever before. Now it's a smooth pull that makes starting not only easier, but much quicker, too. Available on all 3, 5½, 7½, 10 and 15 h.p. Sea-horses. Just try it . . . you'll love it!



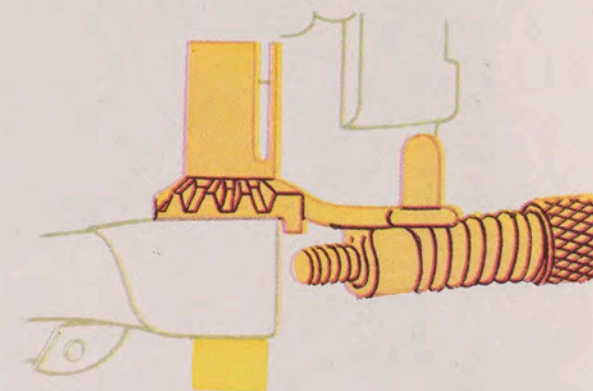
BETTER ELECTRIC-STARTING

All electric-starting Sea-horses will now have a smaller and better-starting motor of an entirely new design. It will spin the motor faster, meaning quicker starts. It is more compact and weighs four pounds less than the 1955 model.



IDLING PROBLEMS?

NEW . . . Idle-easy with the new adjustable idle stop device on all 30 h.p. Sea-horses. This is a knurled pin attached to the throttle lever, which, when set, prevents accidentally stalling your engine while idling. Particularly valuable when maneuvering in dock areas, and for use with twin motors.



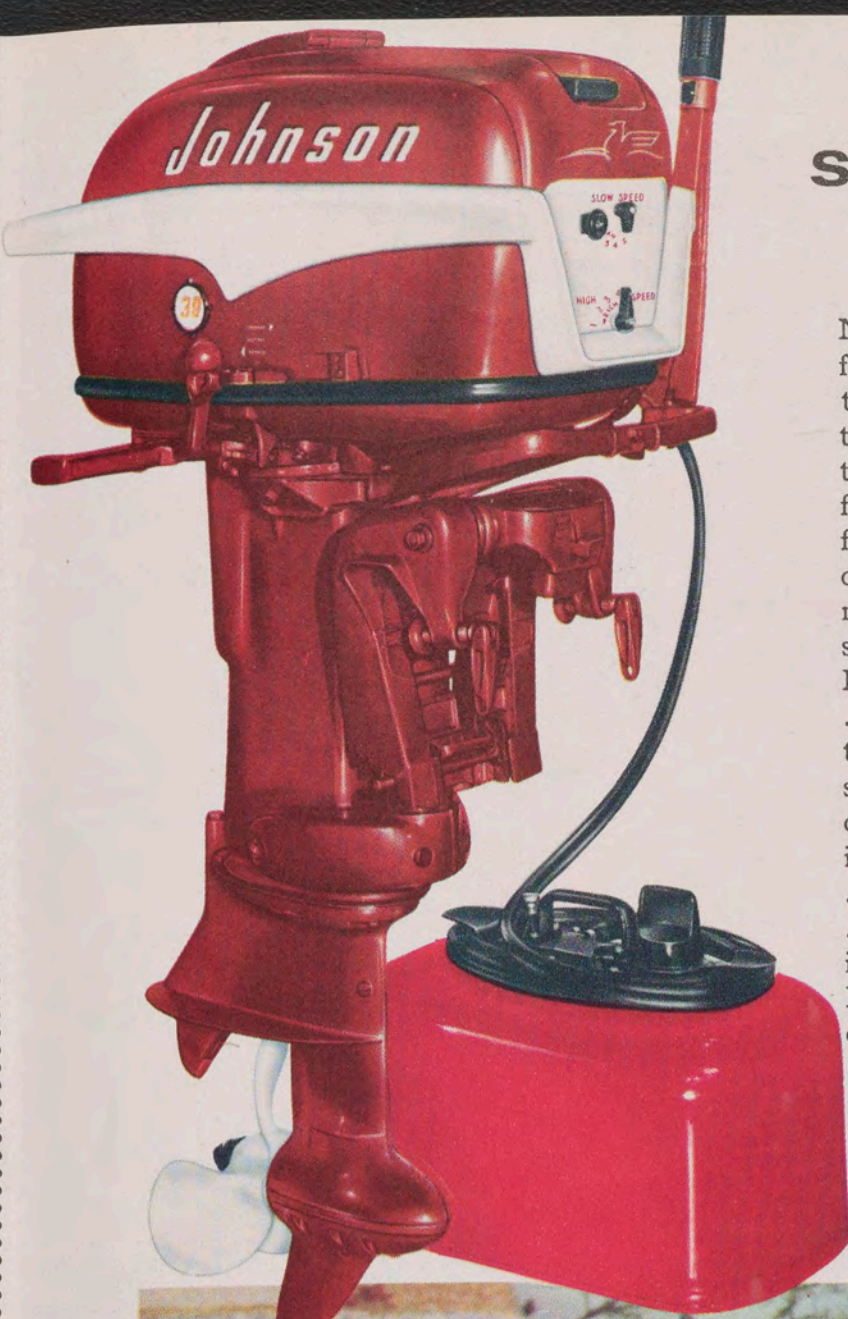
ONE FAMOUS NAME — NINE FAMOUS MOTORS
ALWAYS DEPENDABLE



Sea-horse 30

Electric-Starting

More power, more convenience, more performance... a rugged motor, ideal for heavy cruisers, day cruisers and large runabouts. A real performer you can drive with pride. Instant electric-starting... Full-range silencing... New Automatic Fuel-Saver at cruising speeds... New hotter-spark magneto... New tilting handle... New electric starter... New adjustable idling stop on throttle... Full gear-shift... Up-and-Off hood... New carrying handle... Sealed-in powerhead... Six-gallon Mile-Master Fuel System included.



Sea-horse 30

Manual-Starting

No outboard task is too big for this power-packed motor. Brings high-speed action to runabouts, sharp acceleration and real pulling power for water-skiers, loadability for cruisers... and heavy-duty dependability for commercial users. Full-range silencing... New Automatic Fuel-Saver at cruising speeds... New hotter-spark magneto... New adjustable idling stop on throttle... New carrying handle... New tilting handle... Full gear-shift... Twist-grip speed control... Up-and-Off hood... Sealed-in powerhead... Six-gallon Mile-Master Fuel System included.



Sea-horse 15

Electric-Starting

Smooth, quiet performance for medium runabouts, utilities and smaller day cruisers. Real sprinting power without moving into the big-motor class. Plenty of action, and it's economical, too. Instant electric-starting... Full-range silencing, with Suspension Drive and complete rubber cushion mounting system... Full gear-shift... New tilting handle... Twist-grip speed control... Up-and-Off motor hood... Fitted for Ship-Master Remote Control... Sealed-in powerhead... Six-gallon Mile-Master Fuel System included.



Sea-horse 15

Manual-Starting

A sturdy and versatile motor for medium class outboard boats. All major big-motor features, and plenty of power when you need it. Full-range silencing, with Suspension Drive and complete rubber cushion mounting system... New "Take-It-Easy" smoother starting... Full gear-shift... New tilting handle... Twist-grip speed control... Up-and-Off motor hood... Fitted for Ship-Master Remote Control... Sealed-in powerhead... Six-gallon Mile-Master Fuel System included.



FULL RANGE OF POWER

3 to 30

On this page you see nine great new Sea-horses designed to take care of any outboard job you can name, large or small. In this line of DEPENDABLE Johnson Sea-horses there is the *right* motor for *your* boat. All feature smooth, quiet performance. All have the hallmark of Johnson quality.

the thrilling NEW

Javelin

30

A custom motor for those who demand the finest. Magnificent modern styling in Holiday Bronze and shining stainless steel, instant electric starting and flashing 30 horsepower performance all combine to put this outboard in a class by itself! Full-range silencing... New Automatic Fuel-Saver... Concealed controls, with drop-front panel... Hotter spark magneto for easier starting... New electric starter... New adjustable idling stop... New tilting handle... New throttle control... New carrying handle... Up-and-Off hood... Sealed-in powerhead... Six-gallon Mile-Master Fuel System included.



Sea-horse 10

High-torque action and slow-trolling ability in an outboard that has already made its name in the field of versatility. A great all-purpose fishing motor... and top choice among men who know real value. Full-range silencing, with Suspension Drive and complete rubber cushion mounting system... New, quieter spiral gears... New "Take-It-Easy" smoother starting... Full gear-shift... Twist-grip speed control... Up-and-Off motor hood... New tilting handle... Fitted for Ship-Master Remote Control... Sealed-in powerhead... Six-gallon Mile-Master Fuel System included.



Sea-horse 7 1/2

A capable motor with smooth, noise-free performance and many major big-motor features. When you step up from smaller outboards, the 7 1/2 will drive light runabouts and average fishing boats at a really good clip. A good "starter" outboard for the young folks. Full-range silencing, with Suspension Drive and complete rubber cushion mounting system... New "Take-It-Easy" smoother starting... Full gear-shift... New tilting handle... Twist-grip speed control... Up-and-Off motor hood... Fitted for Ship-Master Remote Control... 4 1/4-gallon Mile-Master Fuel System included.



Sea-horse 5 1/2

This is the finest fishing motor ever made... a compact package of power that is a real joy to fishermen. Easy to stow, easy to carry... and its quiet performance adds new hours of pleasure to your fishing. New full-range silencing, with Suspension Drive and complete rubber cushion mounting system... New "Take-It-Easy" smoother starting... Full gear-shift... New tilting handle... Twist-grip speed control... Up-and-Off motor hood... Sealed-in powerhead... Weedless propeller... Fitted for Ship-Master Remote Control... 4 1/4-gallon Mile-Master Fuel System included.



Sea-horse 3

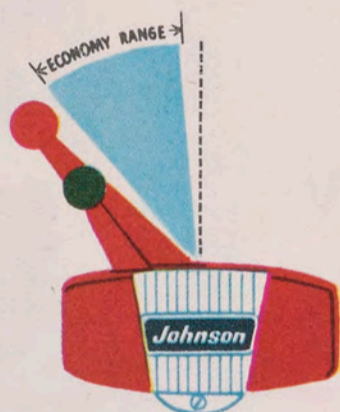
Drive right through weeds, shallows and underwater obstructions that would stop the ordinary outboard! Patented Angle-Matic Drive takes you through any water that'll float a boat. Rugged, dependable and simple to operate, this 32-pound Sea-horse is undisputed king of the lightweight! New styling... New "Take-It-Easy" smoother starting... Angle-Matic Drive... New tilting handle... Weedless propeller... Quiet gears... Air intake silencer... Smooth acceleration... Full pivot reverse... Only 32 pounds... Rugged construction.





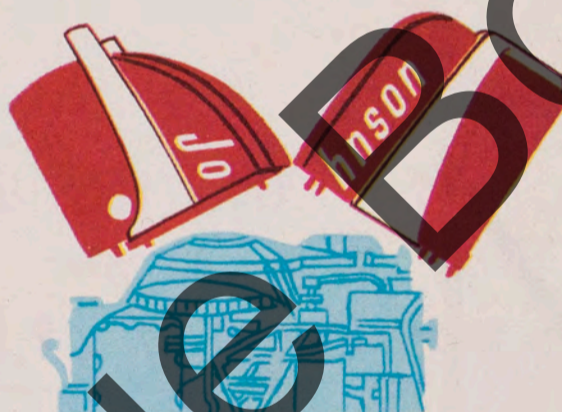
No other outboard motor is built like a Johnson Sea-horse. None! The manufacturer who has built more motors than anyone else has more experience in building them better. That's Johnson!

FEATURES of the 1956 Sea-horses



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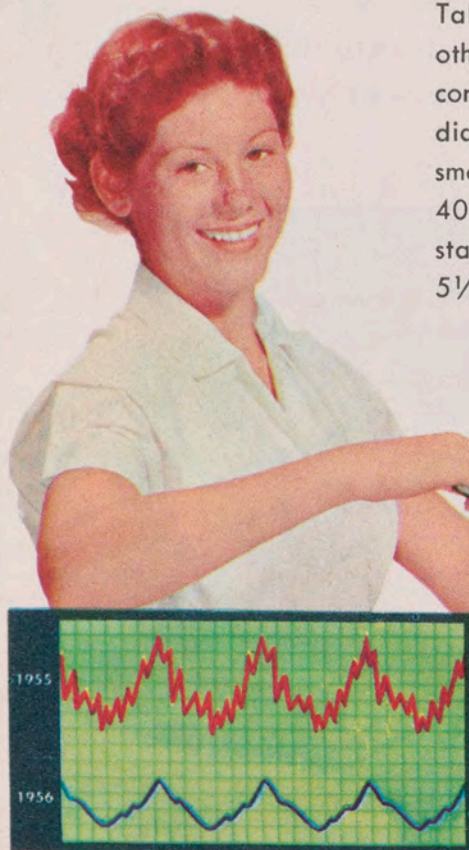
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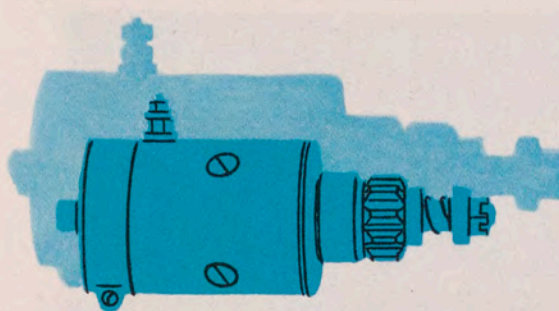
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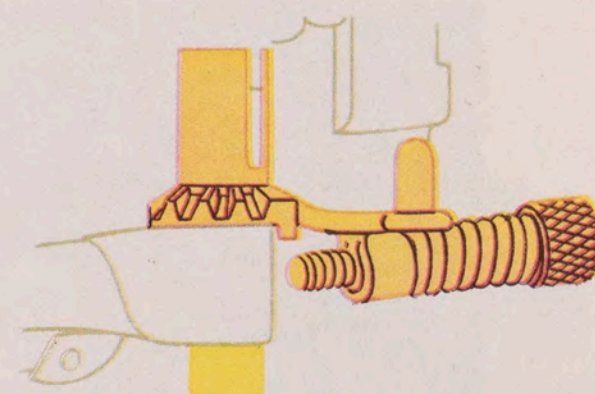
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