

Antique Boat Museum

Johnson

PRESENTS

11 DEPENDABLE

NEW SEA-HORSES

FOR 1958

The *RSONA ECZ A-* age
in outboarding is here

World's First Outboard V-Engine . . . A New 4-cylinder 70.7-cubic-inch displacement motor that develops 50 horsepower . . . New! Super-Thrust . . . New! Super-Smooth . . . New! Super-Quiet



NEW HORIZONS

*Johnson Motors Launches the "V" Age
in Outboarding With the Dramatic
Super Sea-horse V-50!*

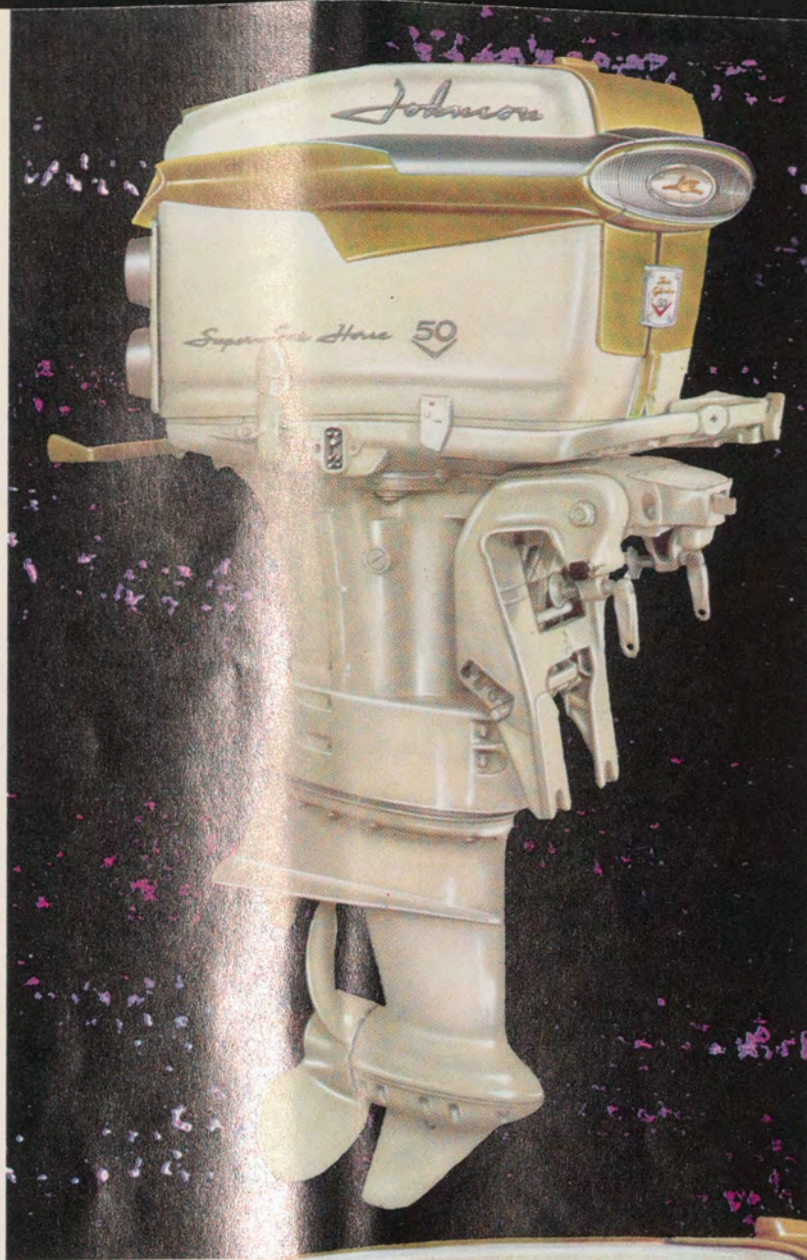
Through the years, American boating families have always looked to Johnson to provide the newest, the best in outboard power. Now, for 1958, the manufacturer that has built and sold more motors than anyone in the marine industry, again sets the pace . . . by introducing a revolutionary engineering concept.

The V-outboard means big power in a small package, greater quiet, increased durability, smoother power-flow . . . along with the immediate, effortless responsiveness that is so typical of the automotive V-engine.

The same V-engine principles that revolutionized the automotive field are inherent in the V-engine outboard. The new V-50 is a miracle of compact power—first of its kind in boating's new "V" age.

Strikingly new, inside and out—engineered and designed with a *completeness* never before found in *any* outboard motor—the new Johnson Super Sea-horse V-50 now proudly leads the famous family of Sea-horses. The new motor is being presented in two models—the magnificent Super Sea-horse V-50, with electric starting, and the handsome manual-starting Sea-horse V-50.

As outboarding enters the "V" age . . . 1958 will be the greatest year yet to GO JOHNSON!



... meet the sea-horse that launched the "V" age in outboarding

First of its kind . . . finest of its kind . . . the big Super is a Johnson triumph inspired by the finest in automobile V-engine design. This superb V-4 engine boasts a whopping big 70.7 cubic inches of displacement, and will bring smoothness, response and big-engine quietness never known to outboarding before!

A new motor throughout, and with Johnson dependability through and through, here's one motor made to do the work of two! Just turn the key on your dashboard, and electric starting brings this great power plant to life! Full thrust of 50 horsepower is instantaneous, with sports-car response to your very touch on the throttle! For super silencing, the engine is floated on rubber cushion mounts inside an outer shell that seals and baffles all noise right down to the waterline. And exhaust, as always, is under water.

Innovations by the score mark this engine indelibly as the first and finest of its kind. Check these remarkable new features two pages over in this catalog. Let the great new Super Sea-horse V-50 introduce you and your family and your boat to the "V" age in outboarding. You'll be proud that you did!



Johnson
SUPER SEA-HORSE V-50





here's one sea-horse made to do the work of two . . .



Commercial Boating:

A simple statement of fact is that *no outboard motor* ever built can do a better job in commercial work than the husky new JOHNSON Sea-horse V-50! Durability, dependability, tremendous power and inherent engineering for long life and low maintenance make this the *exact* answer to the power needs of loggers, commercial fishermen, oil men and a hundred other vocations that require *dependable*, economical power for their boats. These men have *always* chosen Johnson, because they *know* what Johnson dependability means. Now Johnson Motors presents a new type of outboard motor that will give commercial boat operators advantages they've never known before!



Johnson SEA-HORSE MANUAL STARTING V-50



Engineered for a wallop that'll make your boat sit up and take notice, the giant new Sea-horse V-50 is silk-smooth, mighty quiet and ready to report for duty . . . with no strain! This is the most effortless, most efficient outboard ever engineered by Johnson, the world's largest maker of the world's *preferred* outboard motors.

Face it, mister . . . you're in the "V" age of boating when you crack the throttle of Johnson's terrific new V-50, a motor you can assign to any job with confidence, with pride. Carry loads you've never carried before . . . drive boats you've never driven before!

This motor delivers rated horsepower with no strain; full thrust is instantaneous; and it does the job *quietly*. It's lightning without thunder! Terrific for skiing, ideal for larger-than-average runabouts, economical for family-type outboard cruisers . . . and a real work horse for commercial boatmen. Remember, it's *big* in performance, *big* in horsepower, *big* in new design . . . best of all, it has traditional Johnson dependability. That means it's built to do the job you need, and to live for a long, long time.



Johnson PRECISION-ENGINEERING BRINGS YOU ALL THESE

V-50 FEATURES FOR 1958:

The world's first V-engine outboard motor has been a dream—a goal in the minds of Johnson engineers ever since the “V” took over the automotive industry. After more than two years of research, testing, changing, altering and fitting this type of engine to outboarding needs, the great new V-50 is now bringing an entirely new era to boating.

A point to remember is this: the name “Johnson” on this motor means *dependability*, the kind of dependability that has made Sea-horses the world's *preferred* outboard motors.



50

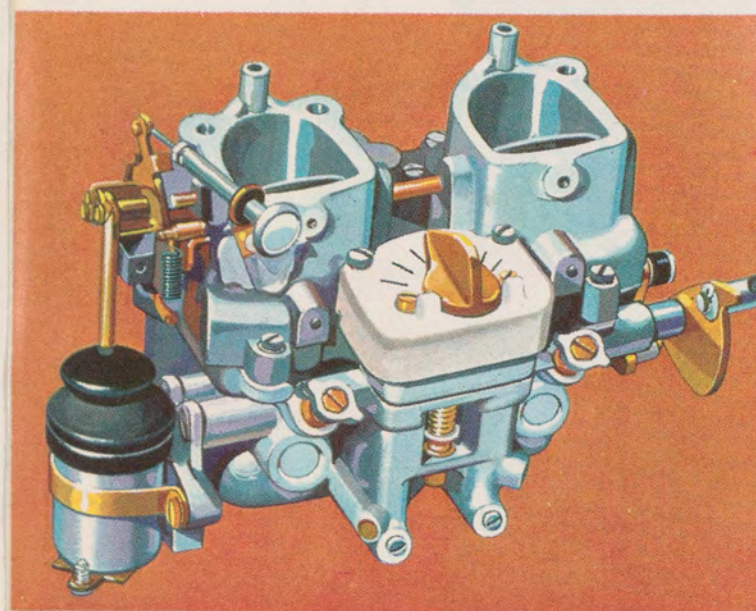
the new V-principle in outboards

THE V-PRINCIPLE is entirely new in the field of outboard motor manufacture, and it provides an opportunity to develop mechanical features never known to outboarding before.

The V-50 is a four-cylinder engine with an exceptionally large displacement of 70.7 cubic inches.

“V”-type construction allows a very compact grouping of parts and reduces the height of vertical engines to almost half. The engine is inherently *balanced* at engine speed, and reciprocating forces of one pair of pistons are always balanced by the other pair, reducing vibration to a minimum. Firing impulses occur every 90 degrees in firing order of 1, 2, 3, 4, giving an exceptionally smooth flow of power to the crankshaft. All cylinders fire once every revolution of the engine, i.e., every 360 degrees.

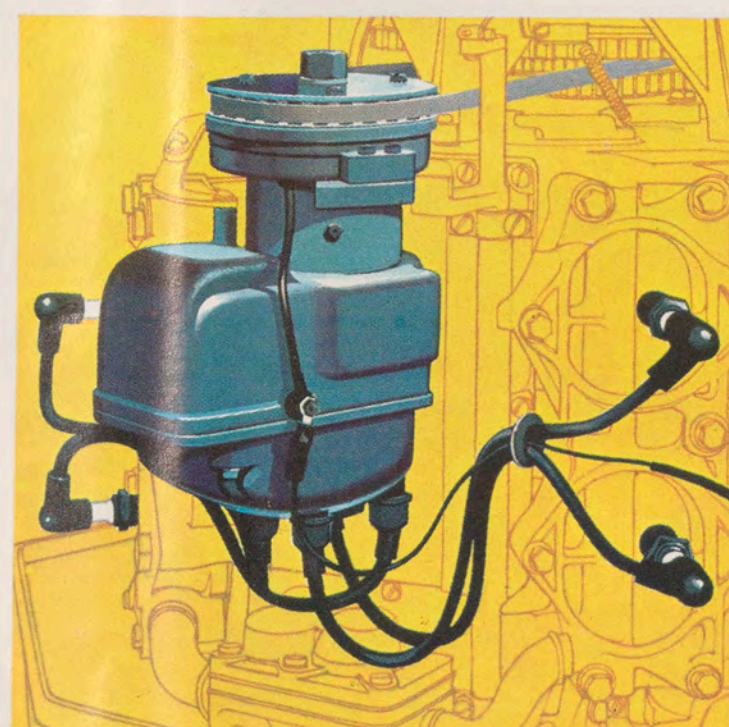
The V-engine also features a single die-cast block. All four cylinders are cast in *one* block for greater rigidity. The crankshaft is the prime moving part of the engine, and V-construction allows it to be as short and rigid as possible. In fact, this crankshaft is *only* 14¹³/₁₆ inches long!



SINGLE CARBURETOR

You don't need a mechanic's license to see that *this* carburetor operates properly! It is a *single* carburetor with two barrels in a single body with a common butterfly shaft. The carburetor is down draft with each barrel feeding two cylinders. Float bowl is centralized to minimize tipping effect. The carburetor has an automotive-type secondary venturi for better atomization of fuel. The float valve is nylon for better sealing and long life.

Best feature about this efficient carburetor is the fact that *both* high speed adjustments are *synchronized in a single lever!*



UNIT MAGNETO

The height of this big engine was reduced considerably by the use of a separate distributor type of magneto. This is a very high output magneto of Johnson's own design, and can easily be removed from the engine *in one piece* for servicing. It is mounted on special anti-friction bearings for smooth operation and reduced load on the control lever.



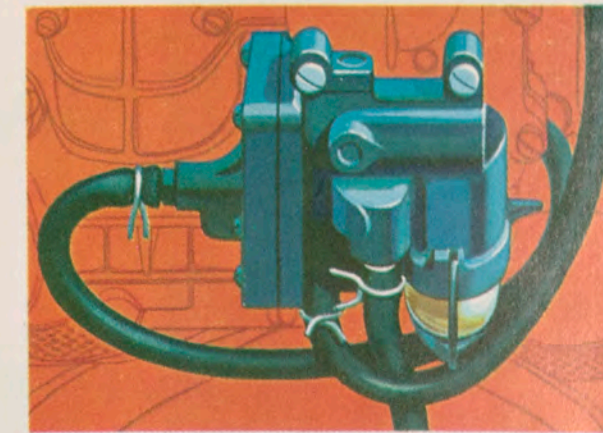
THREE NEW TILTING DEVICES

This is a large motor, and Johnson developed three devices to add new ease to physical handling . . . to tilt the motor from within the boat. Another is to hold the motor at proper tilted position while traveling on the highway, and another for holding the motor out of the water when moored.



SILVER-PLATED CRANKCASE SEALS

A new engineering method is used to separate the pressurized crankcases. This is a narrow, finely machined ring similar to a piston ring. It makes it possible to keep the two banks of cylinders closely coupled together. Silver-plated bearing surfaces provide long life at all engine speeds.



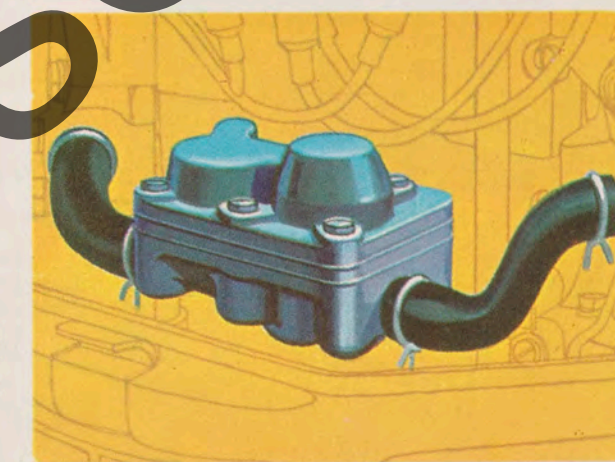
HIGH EFFICIENCY FUEL PUMP

This is a newly engineered fuel pump of unusually high efficiency which will pump fuel from either the regular six-gallon Johnson Mile-Master fuel tank (non-pressurized), or a built-in non-pressurized tank of any size. *No changes* in the engine are necessary to do this. The fuel pump also incorporates a replaceable Saran cartridge filter.



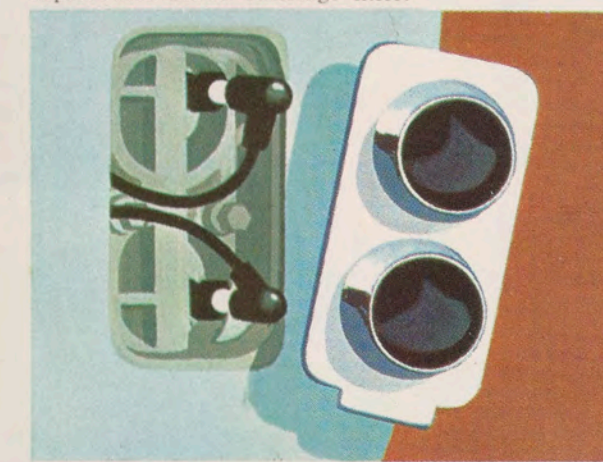
LIFTING RING

A built-in lifting ring is provided for hoisting the motor. It is part of the engine and folds completely out of the way behind the starter housing. It is made of cadmium-plated steel and can be used with any kind of hoisting equipment.



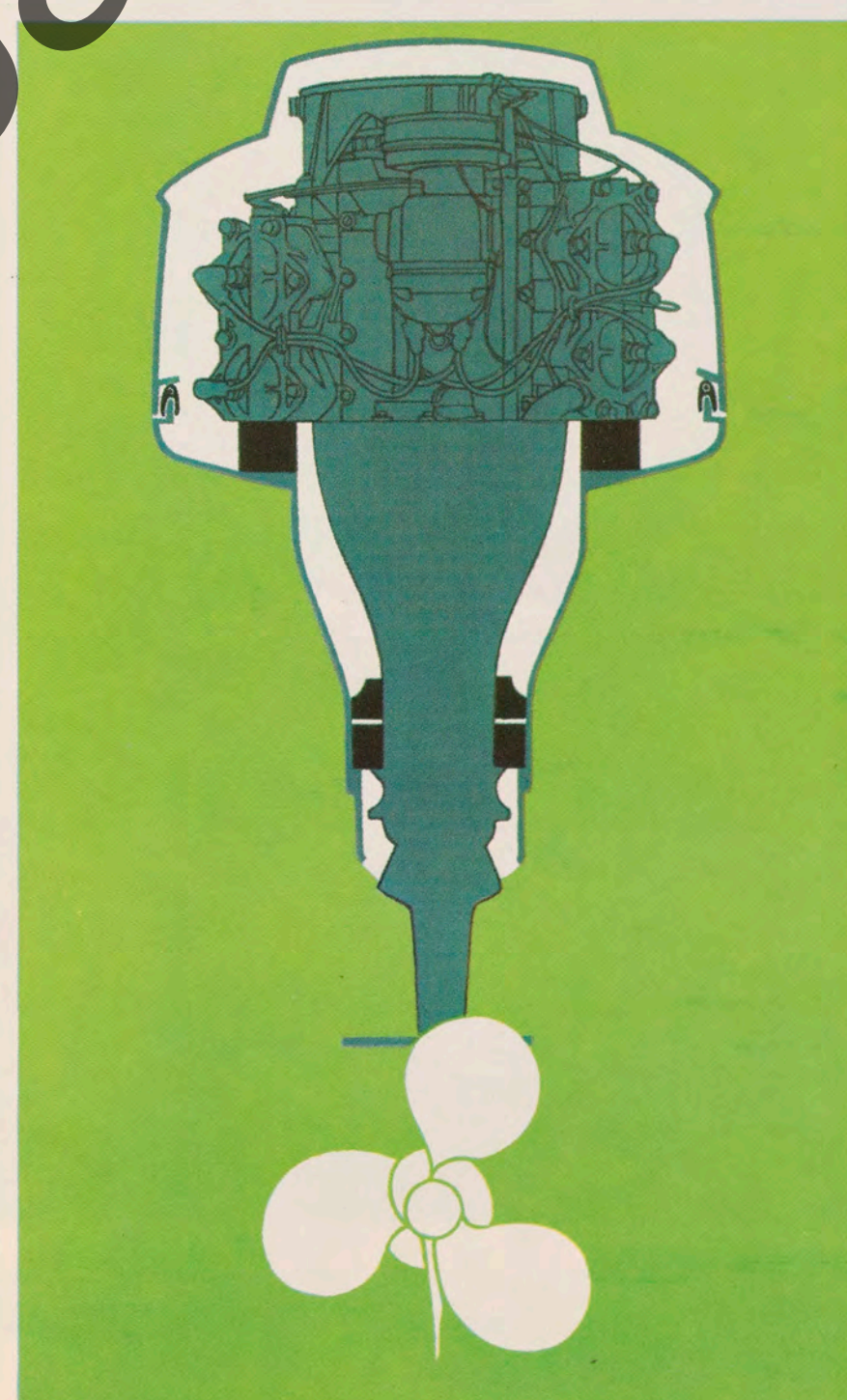
THERMOSTATICALLY CONTROLLED COOLING SYSTEM

Smoother operation at intermediate and slow speeds . . . and longer engine life . . . are provided by this new re-circulating water cooling system designed specifically for use with outboards. Temperature in the jacket is controlled to provide best performance and long life at all engine speeds *regardless of outside water temperatures.*



SPARK PLUG ACCESS AND HOOD LATCH

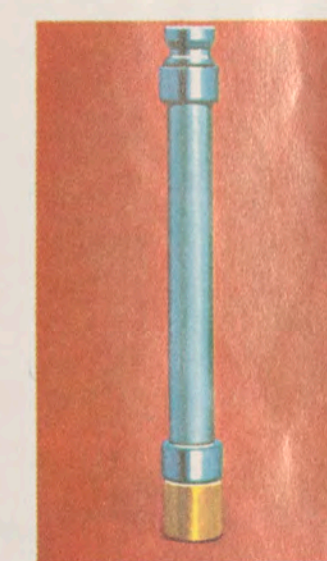
Special doors at the stern of the motor provide extremely easy access to all four spark plugs. The doors are designed as *part of the motor*, and add to its handsome appearance as well as serving a practical purpose. The motor hood can be removed with a simple snap of a single latch on the front of the hood.



AMAZING NEW SUPER-QUIET FEATURES

A host of new engineering principles make this motor quieter than anyone ever dreamed it could be! The new super-sealed motor cover, new super-quiet motor mounting system, and new high-spiral gears . . . all add up to another Johnson engineering achievement!

The motor is sealed positively at *all* joints with airtight rubber seals, and this new housing goes *right down to the waterline*. Thus, this entire motor housing is a sealed shell which acts simply as a giant air intake silencer. Within this shell, the motor is *floating* on rubber cushions, and reduction in noise is greater than with any other existing system. Propeller shaft gears are 35-degree spiral bevel gears which are inherently quiet. As always, exhaust is *underwater*, and the exhaust tube itself is completely within the sealed shell to prevent escape of airborne noise from its outer surface!

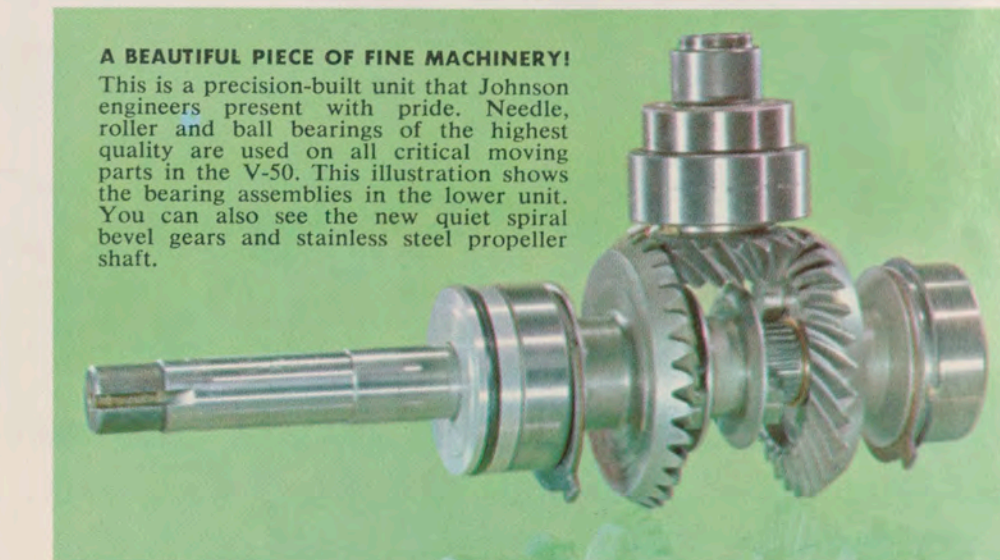


EASIER STEERING

Easier steering under *all* conditions is provided by an ingenious anti-friction steering pivot. Needle bearings at both ends of the pivot shaft do the job. Bearings are sealed in grease and *never need attention!* Your motor is *balanced* on this pivot, unnecessary friction is eliminated and steering is finger-tip easy!

A BEAUTIFUL PIECE OF FINE MACHINERY!

This is a precision-built unit that Johnson engineers present with pride. Needle, roller and ball bearings of the highest quality are used on all critical moving parts in the V-50. This illustration shows the bearing assemblies in the lower unit. You can also see the new quiet spiral bevel gears and stainless steel propeller shaft.



The Motor That Has EVERYTHING

Principal Features of the Super Sea-horse V-50 (Electric-Starting) and the Sea-horse V-50 (Manual-Starting Model)

50 horsepower. Brake horsepower certified by OBC at 4000 RPM

4-cylinder “V”-engine, single die-cast engine block 70.7-cubic-inch piston displacement

Smooth power-flow, with 90-degree firing

Rigid, short, stainless steel crankshaft—only 14¹³/₁₆ inches long

A single down-draft carburetor, twin-barrel, with ONE simplified, synchronized high-speed adjustment lever

High output unit magneto, (Johnson-designed) distributor-type, mounted on anti-friction bearings

High-efficiency suction-type fuel pump

Thermostatically controlled re-circulating water system

Anti-friction needle, roller and ball bearings on all critical moving parts

Special silver-plated crankcase seals

Super-sealed motor cover

Super-quiet rubber cushion mounting system

Super-quiet 35-degree spiral bevel gears

Electric-starting, with 3-position key switch and plug-in cable (Super 50 only)

Electric push button stop switch (Manual-Starting V-50 only)

Safety-Master Slip-Clutch propeller

Full gearshift—forward, neutral, reverse

Anti-friction steering pivot, with sealed needle bearings, for finger-tip steering

Trailer tilt lock for highway travel

Tilt lock for use on water

Tilt assist spring in swivel bracket for handling ease

Quick-clamp single hood latch

Automatic Fuel Saver throttle linkage—up to 20% fuel savings

Motor lifting ring, built-in

Easy access doors for spark plugs

Idle-Easy throttle stop

Hidden controls with sealed doors

Highest quality long-life premium automotive paint finishes

Complete inside-and-out protection against fresh and salt-water corrosion

Fitted for 1958 Johnson Ship-Master Remote Control

Fitted for Johnson Power-Master 12-volt generator system (Super V-50 only)

Complete with 6-gallon Mile-Master Fuel System



a superior new motor in the 35 h. p. class—packed with V-50 features!

Here's another newcomer to the Sea-horse family . . . a superior 35 to lead the line of Johnson 35's . . . truly a motor that tops its class, and it's jam-packed with major mechanical features of its big brother, the fabulous V-50.

Newly engineered and newly styled, the Super 35 is a versatile new motor that can be called on for anything from water skiing to heavy-duty cruising . . . and handle every job more *quietly* than ever before! The same engineering principles that make the V-50 amazingly quiet were applied to the Super 35 . . . a sealed motor cover that acts as a shell, housing the engine right down to the waterline, plus new super-quiet motor mounting techniques.

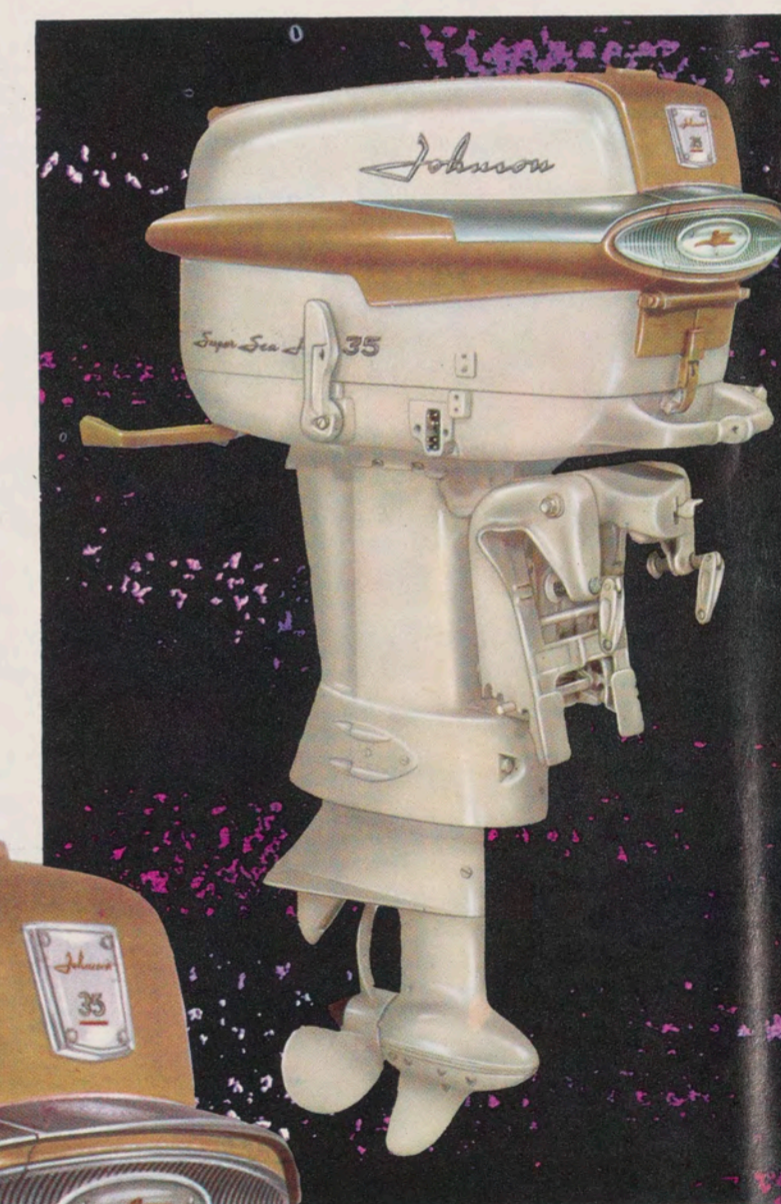
A turn of the 3-position key switch and this new Super purrs into action, because it's complete with electric starting, too! It is also equipped with thermostatically controlled water cooling system, a new fuel pump, new pivot bearings for easy steering, two new tilt locks for use in trailing and on water . . . and the great Fuel-Saver throttle linkage that saves you one gallon in every five at cruising speeds!

As always, the name "Johnson" on this magnificent new Sea-horse means **DEPENDABILITY** . . . the kind of superior performance that is the hallmark of Johnson Sea-horses the world over.



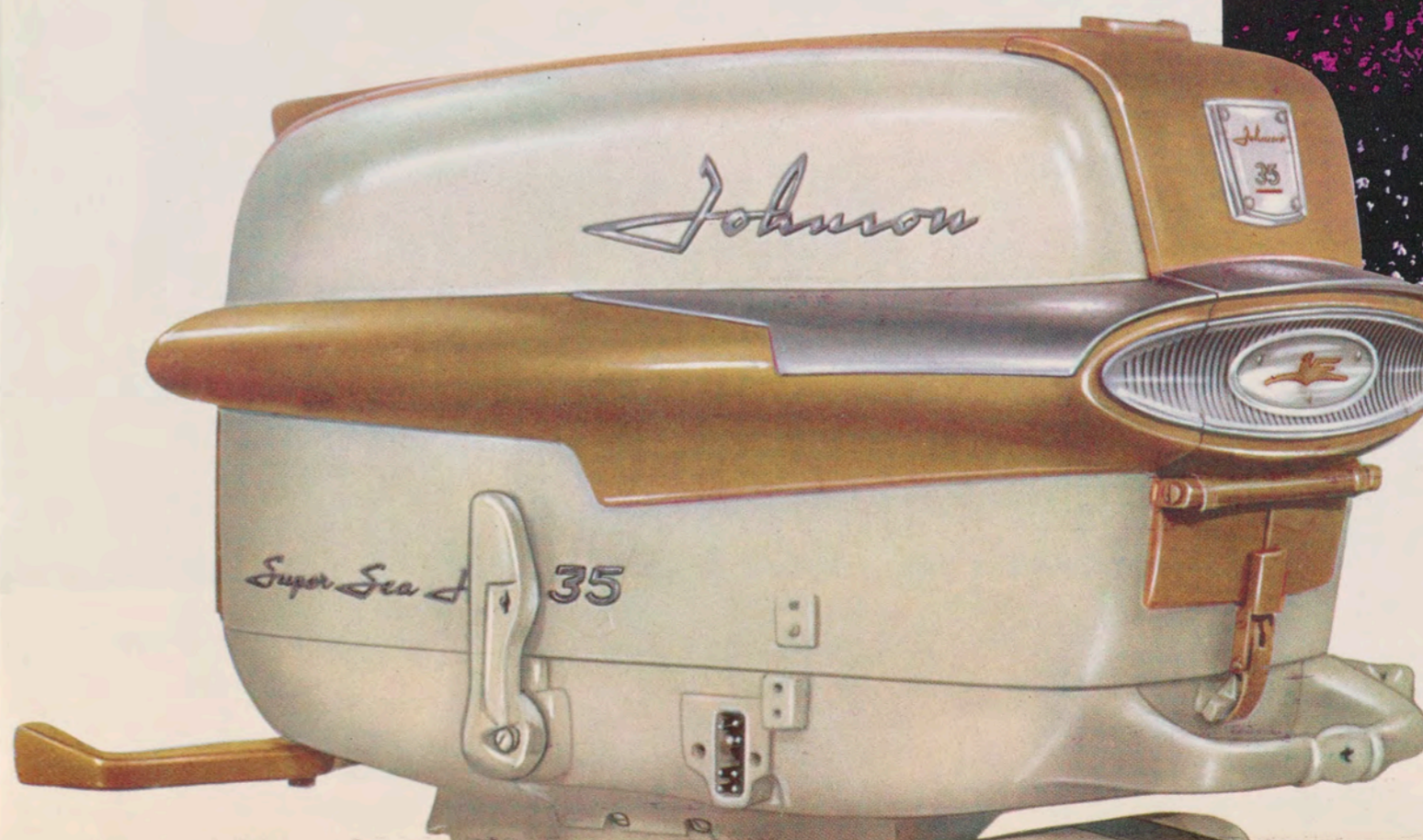
Johnson

SUPER SEA-HORSE 35



SUPER SEA-HORSE 35

- 35 horsepower. Brake horsepower certified by OBC at 4500 RPM
- 2-cylinder in-line engine
- 40.5-cubic-inch piston displacement
- 12-volt electric starting, with 3-position key switch
- Super-sealed motor cover
- Super-quiet motor mounting
- Thermostatically controlled water system
- High-efficiency fuel pump system
- Fuel-saver throttle linkage
- Nylon pivot bearing for easy steering
- Water-proofed ignition system
- Motor lifting ring
- Tilt lock for trailing
- Tilt lock for use on water
- Safety-Master Slip-Clutch propeller
- Full gearshift—forward-neutral-reverse
- Idle-Easy throttle stop
- Complete salt and fresh-water corrosion protection
- New premium long-life automotive-type paint
- Hidden controls, with sound-sealed door
- Rugged carrying handle
- Fitted for 1958 Johnson Ship-Master Remote Control
- Fitted for Power-Master Generator
- Complete with six-gallon Mile-Master Fuel System

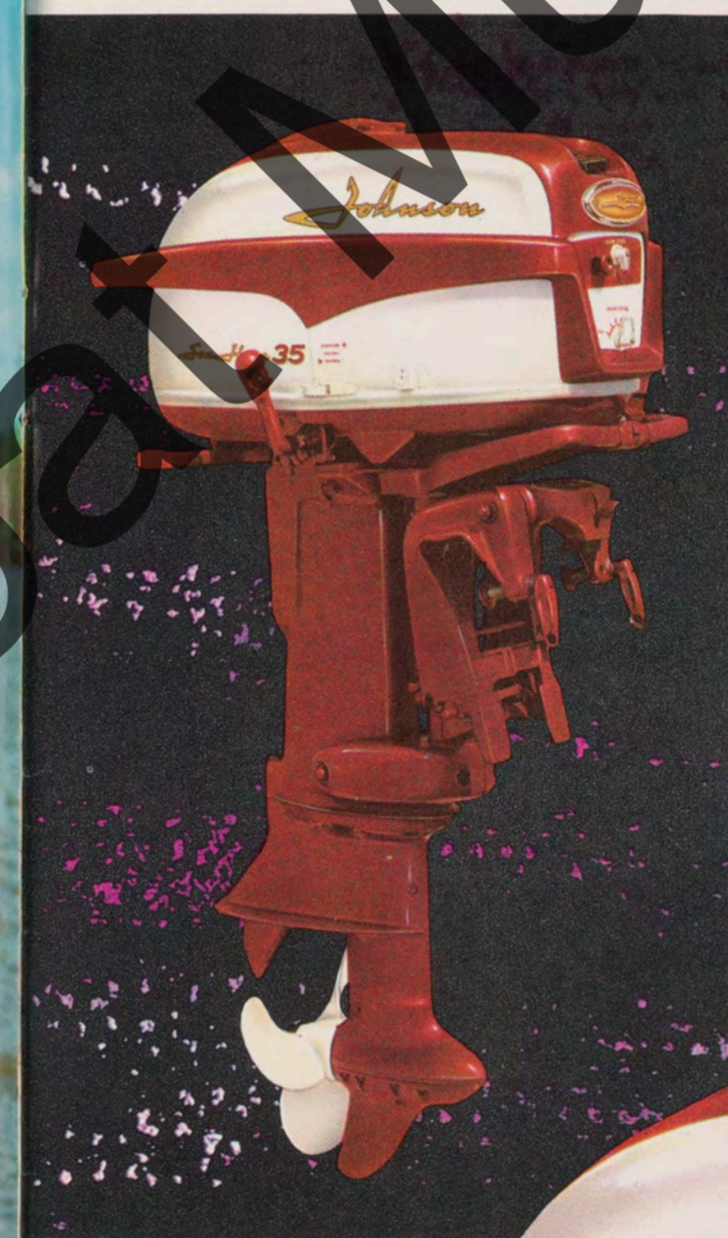




the all-family sea-horse that makes outboarding easier than ever!



Johnson
SEA-HORSE
ELECTRIC STARTING
35



This is the Sea-horse that launched thousands of American families on the water last year. Why? Because it combined the ease of electric starting with load-lugging Johnson dependability and high-power performance. In single or in twin use, this Sea-horse powered everything from sturdy utilities right up to the largest outboard cruisers.

It's truly an all-family outboard . . . with speed, and smooth acceleration for water skiing . . . with the muscles to carry heavy loads with ease . . . and with electric starting to make it a cinch for any member of the family to be the "skipper." New electric starting ease has been improved with a 3-position key switch. The motor is also fitted for Johnson's 1958 Ship-Master Remote Control . . . and for Johnson's superior Power-Master Generator, with automatic voltage and current regulator.

New color styling and a long-life premium automotive paint make this Sea-horse even handsomer than it was last year. For all-round family fun, you can't beat a Sea-horse . . . and the Electric-Starting 35 will give you top performance, new convenience . . . and the customary Johnson DEPENDABILITY!



ELECTRIC-STARTING SEA-HORSE 35

- 35 horsepower. Brake horsepower certified by OBC at 4500 RPM
- 2-cylinder in-line engine
- 40.5-cubic-inch piston displacement
- 12-volt electric starting, with 3-position key switch and plug-in cable (also equipped for manual starting)
- Full-range silencing, with cushion mounting system
- Safety-Master Slip-Clutch propeller
- Efficient up-and-off motor hood
- Full gearshift—forward-neutral-reverse
- Automatic Fuel Saver to cut consumption by 20 percent or more
- Water-proofed ignition system
- Tilt lock for trailering
- Tilt lock for use on water
- Idle-Easy throttle stop
- New long-life premium automotive paint
- Scientific protection against fresh and salt-water corrosion
- Rugged carrying handle
- Fitted for Power-Master Generator, with voltage regulator
- Fitted for new Johnson Ship-Master Remote Control
- Complete with six-gallon Mile-Master Fuel System





dependable sea-horse power for the economy-minded family

If ever a Johnson Sea-horse was a bargain, the manual starting 35 is IT for 1958! Yes, it's a manual-starting motor—but, because of a clever automatic compression relief system, this motor starts as easily as engines half its size! You get *all* the high-speed performance, *all* the loadability, *everything* that makes Johnson the top name in outboards . . . but at a lower cost than the other 35's in the Sea-horse line.

This motor has the major features of the other 35's including Automatic Fuel Saver, which saves you one gallon of fuel in every five at cruising speeds . . . and the wonderful Safety-Master Slip-Clutch propeller . . . full-range silencing, full gearshift, up-and-off hood, and the brand-new electrical push button stop switch mounted right on the motor. And, this motor is fitted for the Johnson Ship-Master Remote Control unit, too!

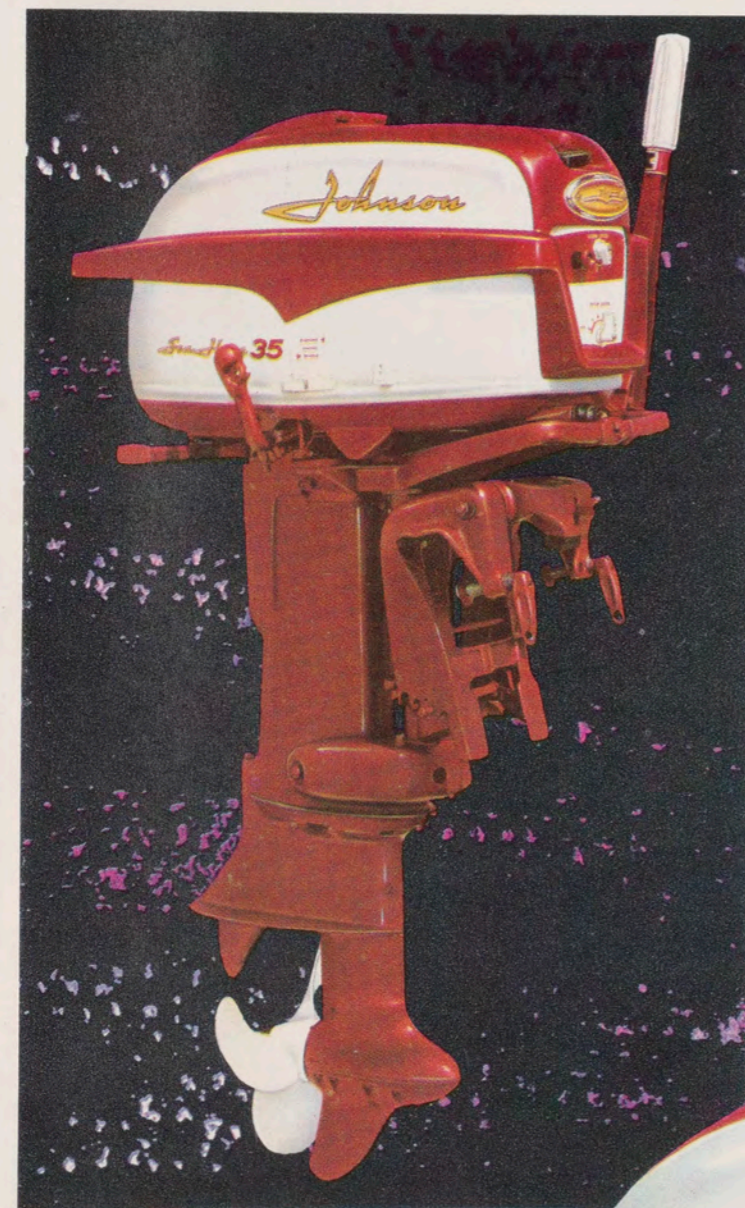
Commercial users of outboards . . . take a long, long look at the economy and power of this rugged Sea-horse! It can be a lifetime work horse for you . . . at lower original cost, and lowest possible upkeep through the years.

If you're economy minded, but still want big power that will handle anything from utilities right up to cruisers, take a long look at the features of the Johnson Sea-horse 35!



SEA-HORSE 35 manual starting

- 35 horsepower. Brake horsepower certified by OBC at 4500 RPM
- 2-cylinder in-line engine
- 40.5-cubic-inch piston displacement
- Automatic Compression Relief System—starts easy as motors half its size
- Electric push button stop switch
- Safety-Master Slip-Clutch propeller
- Full-range silencing, with cushion mounting system
- Automatic Fuel Saver, to cut consumption 20 percent or more
- Full gearshift—forward-neutral-reverse
- Efficient up-and-off motor hood
- Twist-Grip Speed Control
- Water-proofed ignition system
- Tilt lock for trailing
- Tilt lock for use on water
- New long-life premium automotive paint
- Scientific protection against fresh and salt-water corrosion
- Idle-Easy throttle stop
- Rugged carrying handle
- Fitted for new Johnson Ship-Master Remote Control
- Complete with six-gallon Mile-Master Fuel System



Johnson

SEA-HORSE 35
MANUAL STARTING





Johnson

SEA-HORSE
ELECTRIC STARTING
OR MANUAL STARTING

18



SEA-HORSE 18

18 horsepower. Brake horsepower certified by OBC at 4500 RPM
2-cylinder in-line engine—22-cubic-inch piston displacement

Two models:

Electric-Starting—12-volt system, with 3-position key switch and plug-in cable
Manual-Starting—Smooth, balanced-pull starting, with large-diameter oval pulley.

Also has electric push button stop switch mounted on front of motor

Full-range silencing, with cushion mounting system

Safety-Master Slip-Clutch propeller

Full gearshift—forward-neutral-reverse

Convenient up-and-off motor hood

Twist-Grip Speed Control

Water-proofed ignition system

Sealed Powerhead

Idle-Easy throttle stop

Long-life premium automotive paint

Scientific protection against fresh and salt-water corrosion

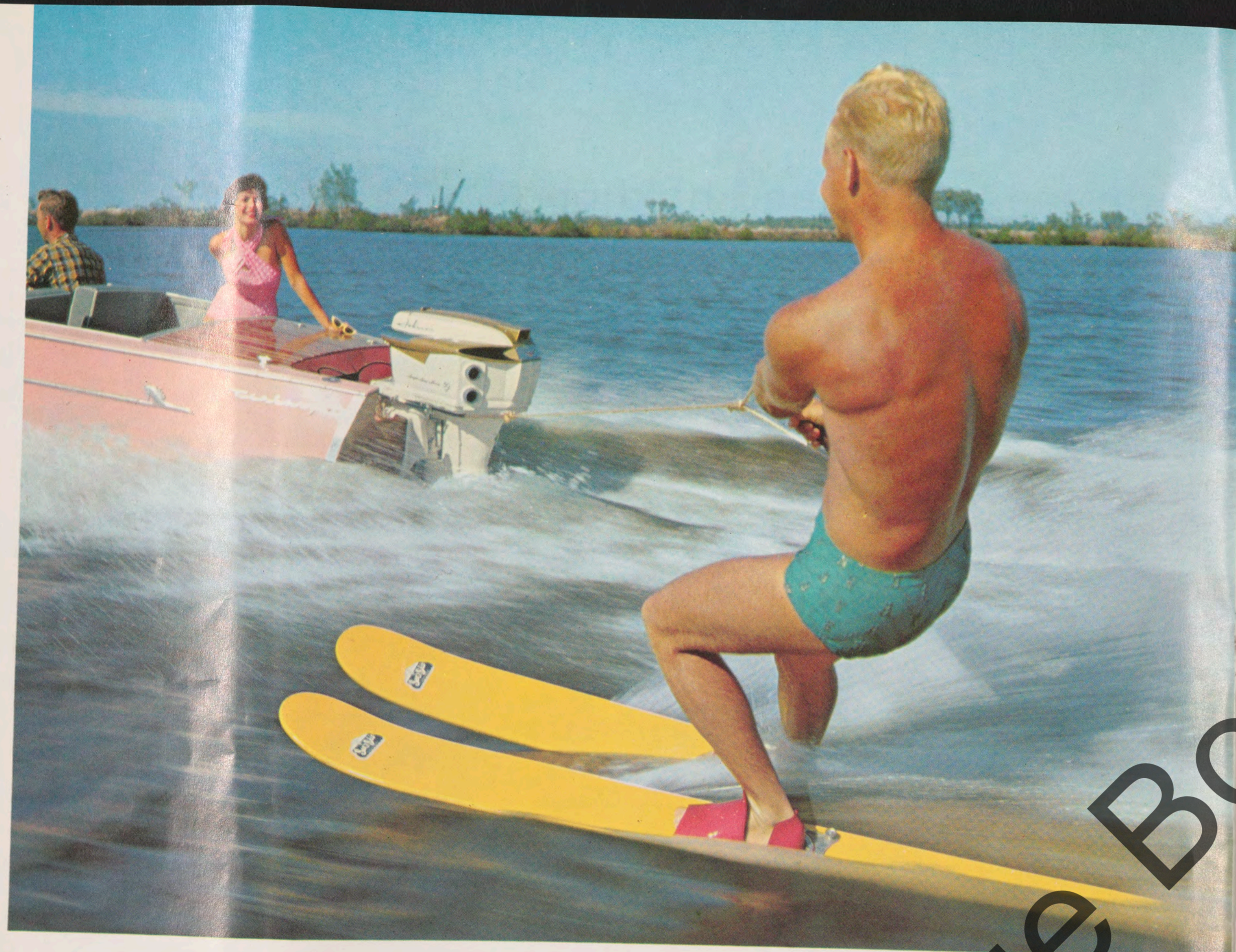
Fitted for Johnson's new Ship-Master Remote Control

Complete with six-gallon Mile-Master Fuel System



turn the key . . . and hold on to your hat!





for a real ski-horse . . . you'll
be 'way ahead with a

Johnson sea-horse

Water skiers who KNOW depend upon Johnson Sea-horses for real get-up-and-go! Now, with the magnificent Super Sea-horse V-50, skiers all over the world will have the outboard they've dreamed about! Everything about the power-packed new V-engine makes it ideal for the kind of skiing fun never known before.

For 1958, Johnson has seven motors adaptable for skiing. The Super Sea-horse V-50 and the Manual-Starting V-50 will offer superlative performance. Three models in the 35 horsepower class are excellent for skiing, and two models of the Sea-horse 18 are suitable for the younger set and lighter weight boats. Pictures on this page show you some of the boat and motor combinations that can be yours for summer fun.

The four main features that make Sea-horses the world's outstanding outboards are also the four "musts" in any skier's choice: Instantaneous, surging thrust—rapid, but smooth acceleration to top speed—brawny, load-carrying ability—hour-after-hour **DEPENDABILITY**. Yes, these are *Johnson* features, engineered into every Sea-horse . . . but they are also the major points to look for in the outboard you need as a "Ski-horse." So, ski in the "big leagues" this summer . . . with a trusty Sea-horse!





a famous fishing outboard

now with a new low weight . . .
and a new low price!

Don't look now, but the famous Sea-horse 10, the old favorite fishing outboard, has been on a diet . . . and has lopped off *seven pounds* for 1958!

Johnson Motors figures that the fisherman wants plenty of power, but not the weight that goes with it. Same goes for "fishing families" who are breaking in the young ones. The amazing thing is that the 10's diet didn't cost a single feature that makes this such a versatile motor. It still has that smooth trolling ability . . . and its famed acceleration . . . along with full gearshift, full-range silencing, mighty easy starting and the Safety-Master Slip-Clutch propeller.

Another bonus for 1958 . . . the *price* of the Sea-horse has been lowered, too! So there it is . . . a mighty dependable Sea-horse is now easier to handle . . . easier to own . . . easier than ever to enjoy. Fishermen: the line forms on the right!

Johnson

SEA-HORSE



SEA-HORSE 10

10 horsepower. Brake horsepower certified by OBC at 4000 RPM
2-cylinder in-line engine—16.6-cubic-inch piston displacement
New lower unit—seven pounds lighter!
Safety-Master Slip-Clutch propeller
Full-range silencing, with cushion mounting system
Full gearshift—forward-neutral-reverse
Twist-Grip Speed Control . . . Up-and-off motor hood
Idle-Easy throttle stop . . . Water-proofed ignition system
Sealed Powerhead . . . Long-life premium automotive paint
Scientific protection against fresh and salt-water corrosion
Fitted for 1958 Johnson Ship-Master Remote Control
Complete with six-gallon Mile-Master Fuel System



. . . DREAMS DO COME TRUE

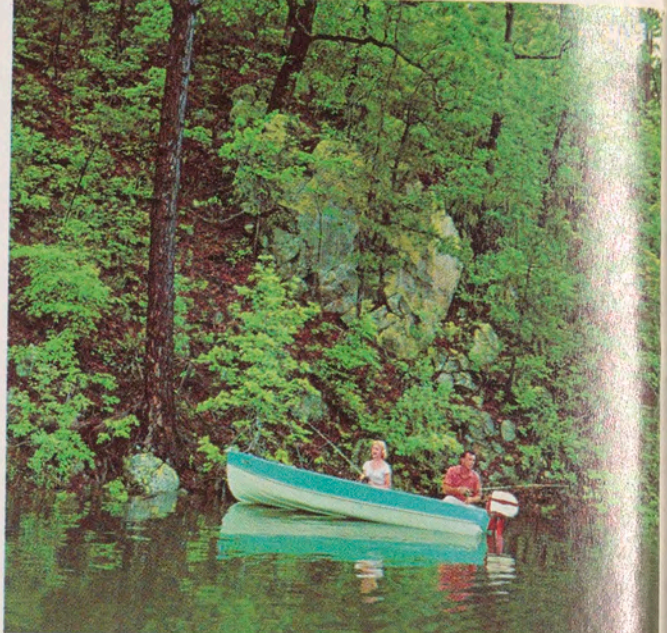




LIKE FATHER LIKE SON . . . THEY KNOW A GOOD OUTBOARD WHEN THEY SEE ONE!



powerful, portable . . . and kitten-quiet, too . . .



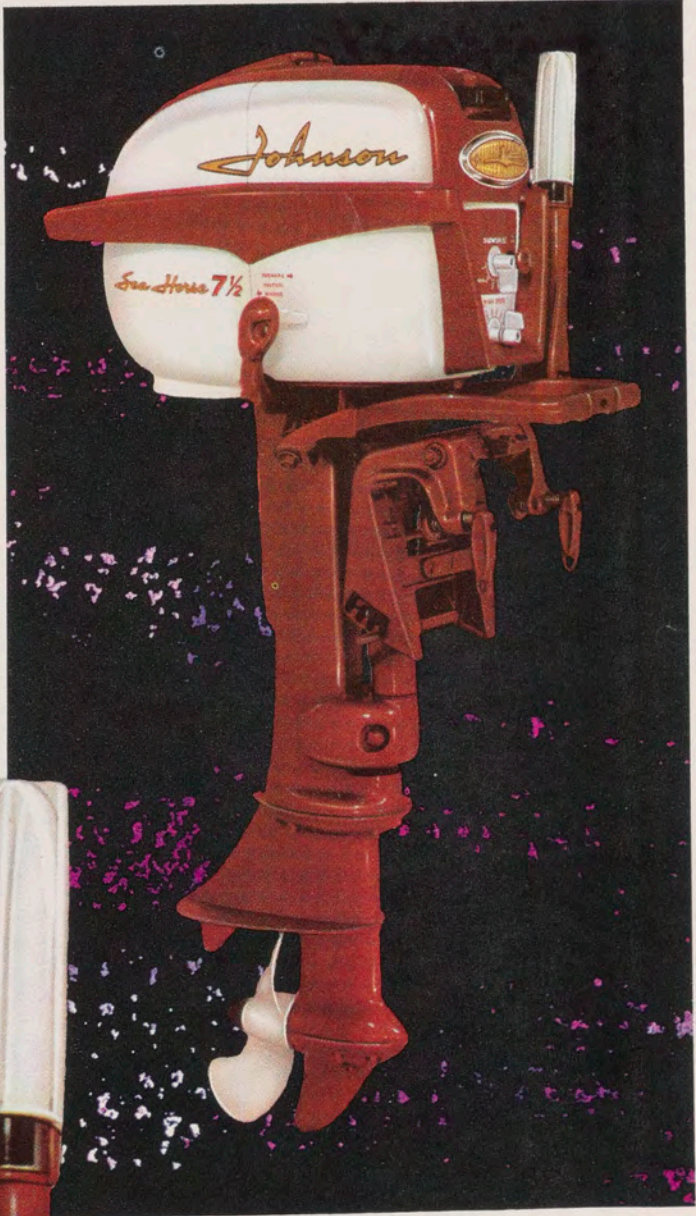
Small in size, but mighty big in action is the Sea-horse 7 1/2. It's smooth, kitten-quiet and packed with dependability features for the fisherman's utility or the small family boat. This easy-starting outboard has many major *big-motor* features, such as full gearshift, full-range silencing, slip clutch, and complete corrosion protection, too. Don't settle for less than a 7 1/2 when you want big, big features combined in a *portable motor* with ample power for many a load. It also has fittings for the Johnson Ship-Master Remote Control.



Boat Museum

SEA-HORSE

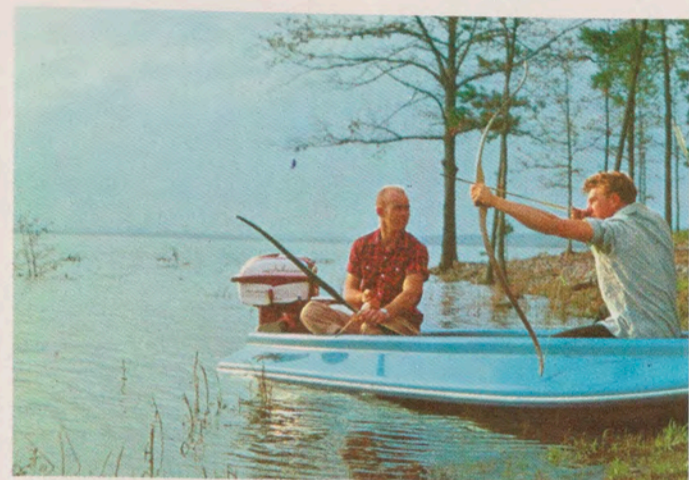
7 1/2



SEA-HORSE 7 1/2

- 7 1/2 horsepower. Brake horsepower certified by OBC at 4000 RPM
- 2-cylinder in-line engine—12.4-cubic-inch piston displacement
- Full gearshift—forward-neutral-reverse
- Full-range silencing, with cushion mounting system
- Slip-clutch propeller protection*
- Up-and-off motor hood
- Twist-Grip Speed Control
- Sealed Powerhead
- Long-life premium automotive paint
- Scientific protection against fresh and salt-water corrosion
- Fittings for 1958 Johnson Ship-Master Remote Control
- Complete with four-and-quarter-gallon Mile-Master Fuel System

the most dependable fishing motor ever made!

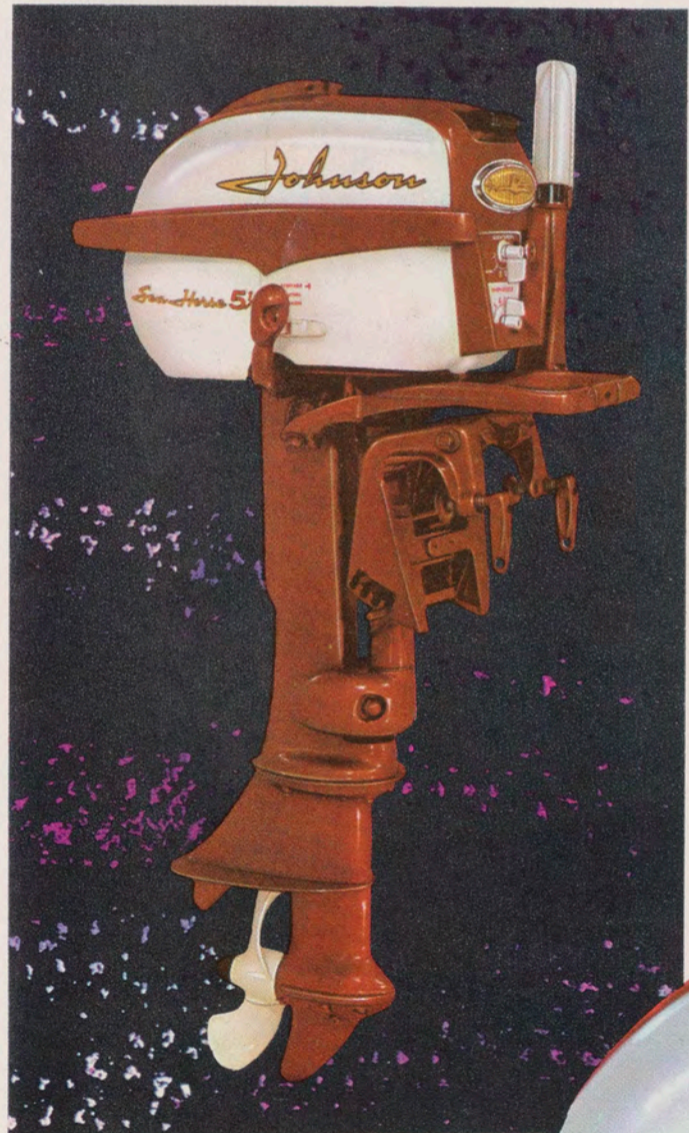


The choice of fishermen everywhere is the famous Sea-horse 5½, a motor that has broken record after record, year after year. It was the first small motor to boast big-motor features, such as full gearshift . . . it was the pioneer of all *quiet* outboard motors, and thus changed the entire sport of out-boarding in just one summer. Then it became the *most popular outboard in history* . . . preferred by more people than any outboard model ever made!

It's quiet, smooth as silk . . . light enough to go anywhere . . . is remarkably sturdy, and outstanding for dependability. So easy to handle, so comfortable to use . . . so easy to start . . . so ideally suited to the fisherman's needs. Try it this summer when you want a famously quiet fishin' partner!

SEA-HORSE 5½

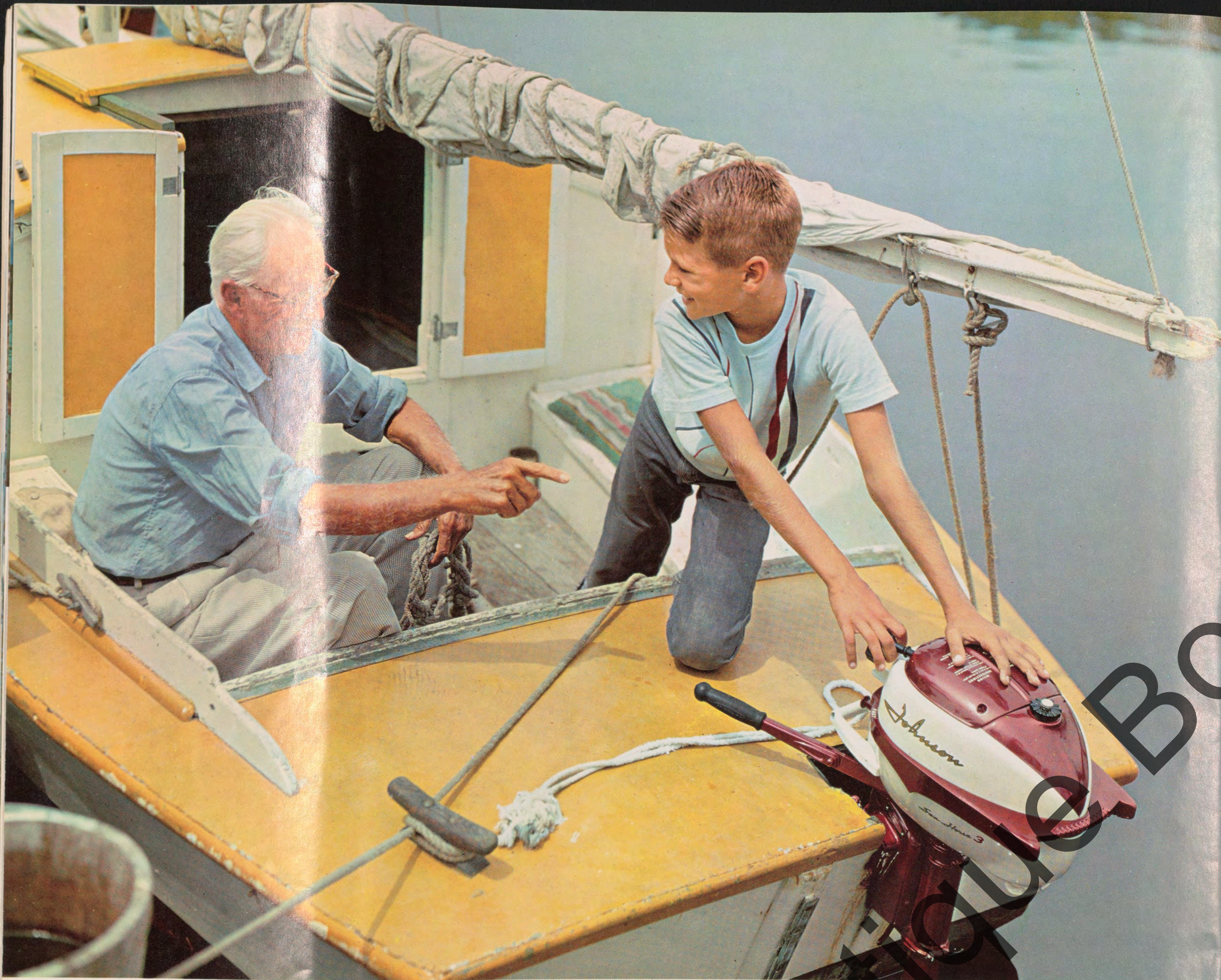
- 5½ horsepower. Brake horsepower certified by OBC at 4000 RPM
- 2-cylinder in-line engine—8.84-cubic-inch piston displacement
- Full gearshift—forward-neutral-reverse
- Full-range silencing with cushion mounting system
- Slip-clutch propeller protection
- Up-and-off motor hood
- Balanced-pull easy starting
- Twist-Grip Speed Control
- Sealed Powerhead
- Long-life premium automotive paint
- Scientific protection against fresh and salt-water corrosion
- Fittings for 1958 Johnson Ship-Master Remote Control
- Complete with four-and-a-quarter-gallon Mile-Master Fuel System



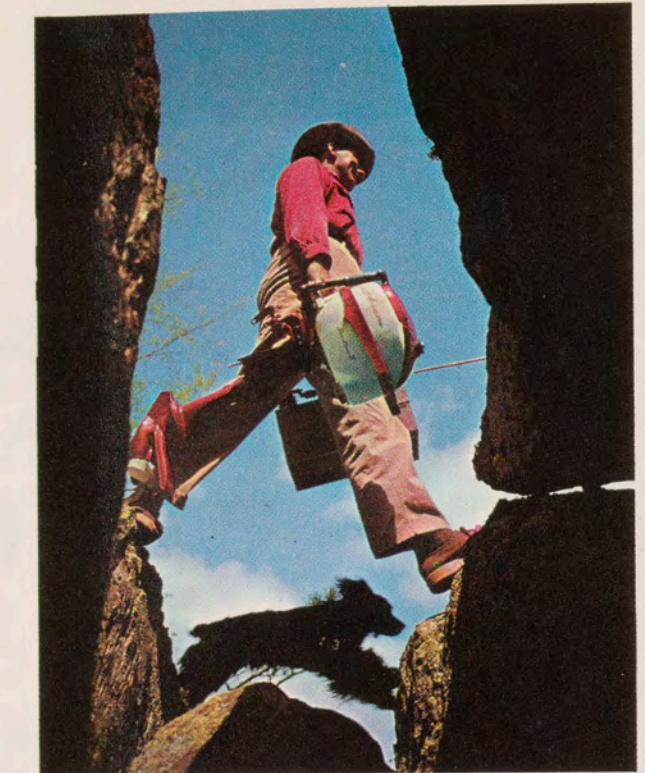
Johnson

SEA-HORSE 5½





for boys of all ages... it's the favorite



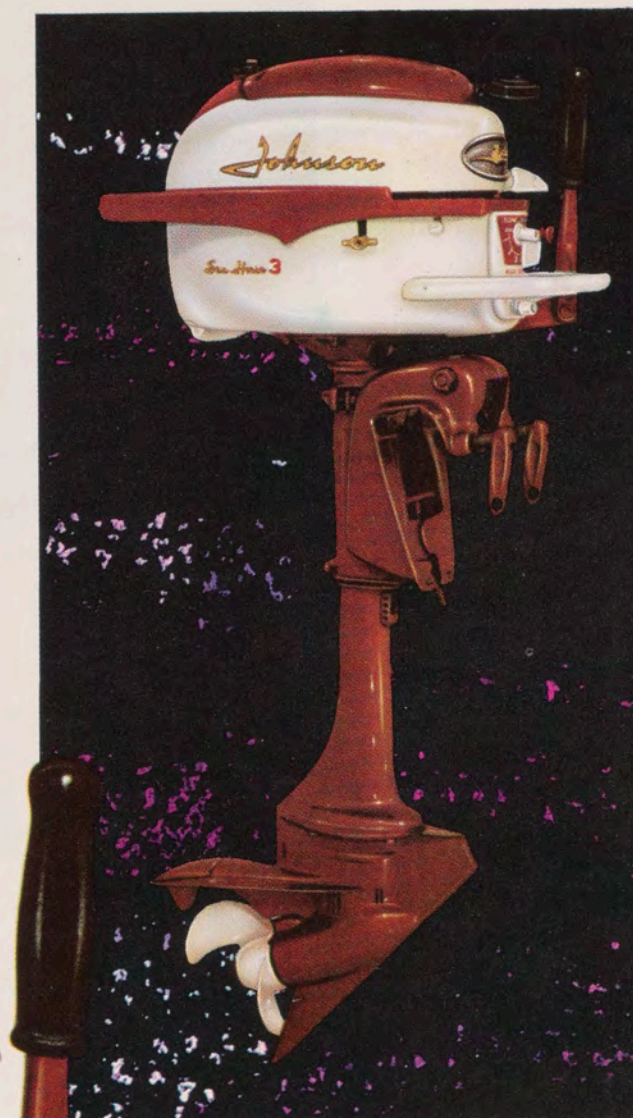
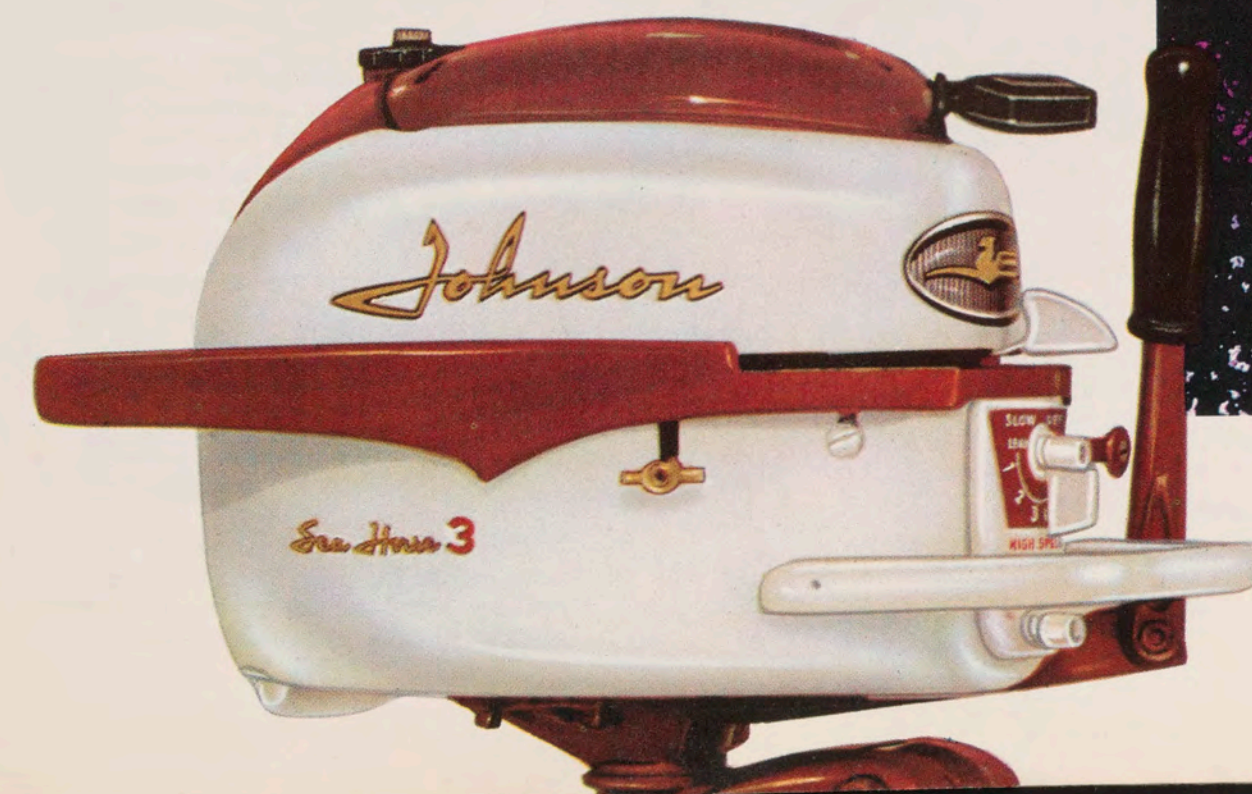
When you want the lightest, most economical Sea-horse, the champ is the Sea-horse 3, with its amazing small-motor performance. Patented Angle-Matic Drive lets you ride roughshod through shallow waters that are just loaded with weeds, stumps, rocks and other obstructions.

This "littlest" Sea-horse weighs only 33¼ pounds, so it's ideal for rough-country portaging, just right for husky canoes, and makes a very able outboard as auxiliary power for small sailing craft and dinghies.

It's a rough-and-ready little jewel that'll work hard for you year after year under the most rugged conditions. Easy to start, easy to stow, and highly economical and simple to operate!

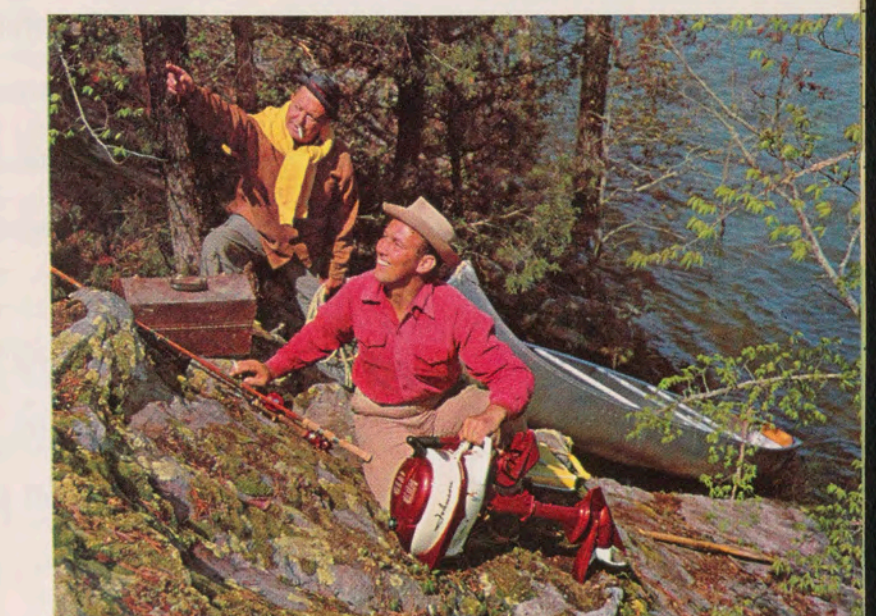
Johnson

SEA-HORSE 3



SEA-HORSE 3

- 3 horsepower. Brake horsepower certified by OBC at 4000 RPM
- 2-cylinder in-line engine—5.28-cubic-inch piston displacement
- Patented Angle-Matic Drive
- Slip-clutch propeller protection
- Weedless propeller
- Balanced-pull easy starting
- Front carrying handle
- Quiet gears
- Air intake silencer
- Smooth acceleration
- Full-pivot reverse
- Integral fuel system
- Quiet trolling speeds
- New long-life premium automotive paint
- Rugged construction
- Weight: only 33¼ pounds



Johnson

SEA-HORSE

FEATURES

FOR 1958

Again, for 1958, Johnson presents the newest and best in outboard motor features . . . features designed particularly to make your boating fun easier, more convenient, more a part of a way of life for you and your family . . . features that stand for safety, dependability, and improved performance.

Major features of the superb new Johnson Sea-horse V-50 are shown on pages in the front of this catalog. The ones illustrated here are features applying principally to all other members of the Sea-horse family.



POWER-MASTER GENERATOR

A wonderful convenience is the well-engineered Johnson Power-Master generator, which is an optional accessory on the Super Sea-horse V-50, the Super Sea-horse 35 and the Electric-Starting Sea-horse 35. This is a 12-volt unit, with high output that will charge a low battery very quickly. It is an automotive-type unit which is equipped with a current and voltage regulator to prevent over-charging. The ammeter, which fits into the switch-plate, is supplied as part of the generator kit.

Run your battery without a care in the world . . . when you've got Johnson's Power-Master Generator! Running lights, cabin lights, radio, and other electrical equipment . . . all can be handled with the greatest of ease . . . *your* ease . . . with this generator kit.



A handsomely styled junction box fits on the transom of your boat, and is included as part of the Power-Master Generator kit.



For twin-motor installation, a dual switch-plate is provided for convenience right on the dashboard of your boat.

An ammeter fits into the center of this switch-plate as part of the Power-Master Generator kit.



A three-position key switch is a major new feature included with every electric-starting Johnson Sea-horse. This makes electric starting even easier than before.



FULL GEARSHIFT

Full gearshift, with positive forward, neutral and reverse positions, is a feature in all Johnson Sea-horses except the little 3. This gives your boat maneuverability that it could never have with old-fashioned motors! The shift lever itself is engineered for Johnson's Ship-Master Remote Control, and gear action is smooth, quiet. Gears are always in mesh. No flash, no clang . . . just a simple convenience to make your boating more fun.

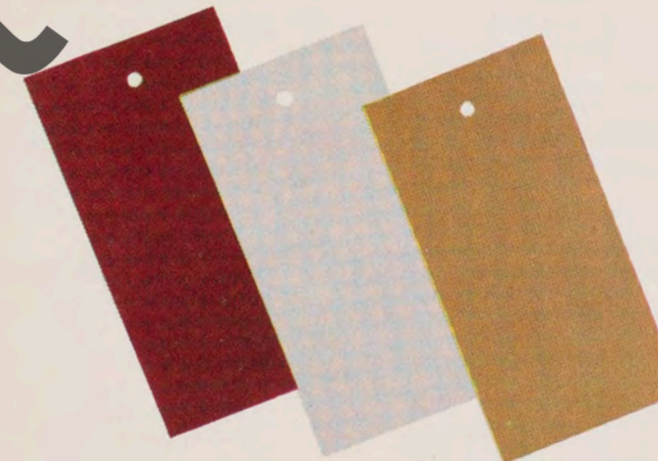


ELECTRIC STOP SWITCH

A new safety feature is the electric stop switch connected to the magneto. This is a simple push button switch which stops your motor immediately. It is standard on all manual-starting models of the V-50, 35, 18 and 10 horsepower Sea-horses. The same function is performed in electric-starting motors with the dashboard key switch. With an extra length of cable, it is optional to put the new stop switch button on your dashboard.

NEW LONG-LIFE COLORS

All Johnson Sea-horses for 1958 will have paint finishes that will make them the most handsome outboards on the water . . . for a long, long time to come! All Sea-horses have a double-baked finish: (A) first with a high quality zinc chromate primer-sealer and (B) a final color coat of premium automobile paint. This new finish is known for great brilliance and long life under all weather conditions. This new paint is standard finish for all Johnson Sea-horses to make them look better longer!



QUIET

Johnson Motors was the pioneer of the new era of *quieter* outboard motors. Leader in the field was its Sea-horse 5½, which became the *most popular* outboard in history. It was the first outboard motor to receive a certificate of merit from the National Noise Abatement Council. Since then, improvements in silencing have been broadened to the full Sea-horse line.

The wonderful new V-50 engine is amazingly quiet . . . through *new* engineering, *new* silencing methods particularly designed to suit this large motor. Principal silencing features on this motor were also successfully applied to the Super Sea-horse 35. All other Sea-horses feature the famous Johnson Suspension Drive, which eliminates objectionable vibration and noise.

Quiet outboard motors are here to stay and Johnson intends to give every Sea-horse owner the quietest outboard motors possible . . . through Johnson engineering . . . through Johnson craftsmanship and experience.

EASY STARTING

Today, a *good* outboard motor must be easy to start.

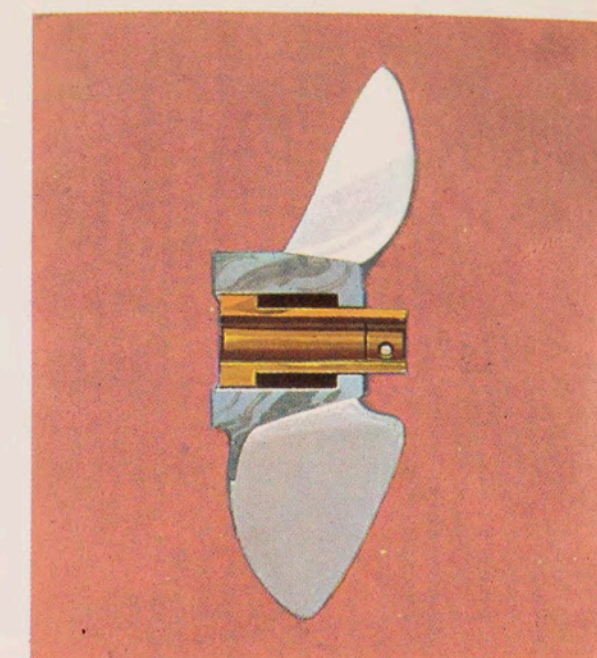
Electric starting takes care of the job in the larger motors. Just turn a key and a powerful Johnson Sea-horse purrs into action! The ladies particularly like this feature, because they find that you don't need muscles or a degree in engineering to operate an outboard.

What about the larger motors that do not have electric starting? Engineers handled that, too . . . an Automatic Compression Relief System makes the mighty 35's as easy to start as motors half their size!

Small motors feature the new *balanced-pull* starting, with a large-diameter oval pulley to provide smoother, quicker action! Look for *easier* starting in your next outboard! You'll find it in a Johnson Sea-horse.

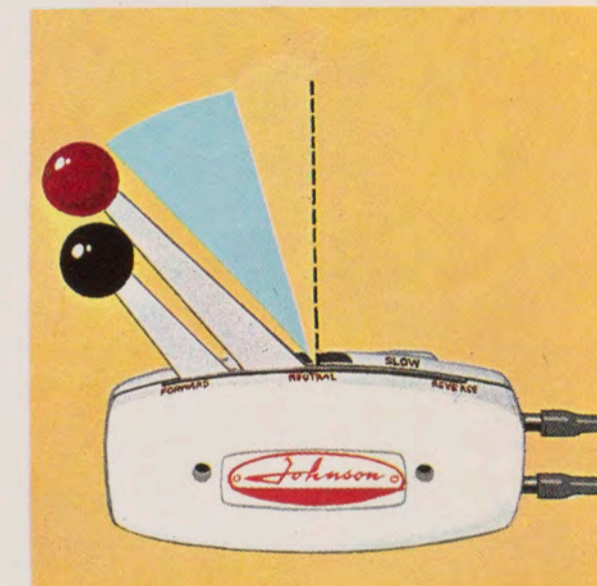
SAFETY-MASTER SLIP CLUTCH

All Johnson Sea-horses for 1958 are equipped with slip-clutch propeller protection. Shear-pins are no more, and this pin is now truly a drive pin. In the larger motors, the slip clutch consists of a rubber propeller hub inside the outer shell which allows the prop to slip when it hits an obstruction. This is of advantage to fishermen who may enter shallows and waters with underwater obstructions.



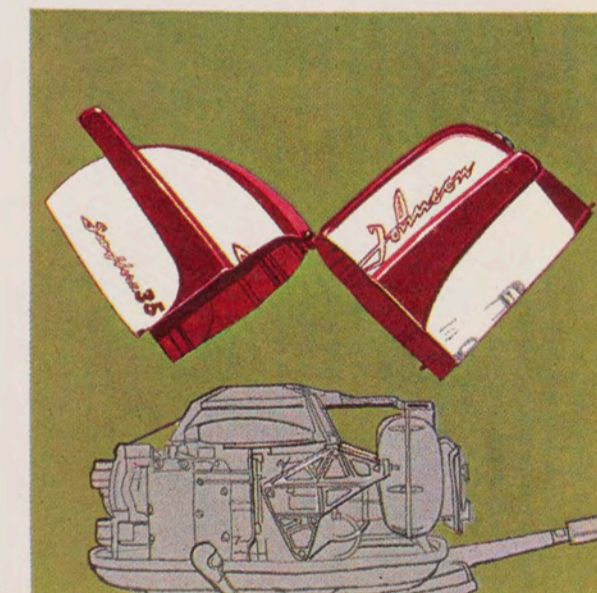
AUTOMATIC FUEL SAVER

You'll save one gallon of fuel in every five when you drive the big Sea-horses this summer! Yes, you get 20% or more savings when you operate your motor at "cruising range." Just ease the throttle back a little, and you'll be saving fuel dollars *automatically!* This special throttle linkage is built into both V-50's and all Sea-horse 35's to give big-boat owners many more miles of cruising range.



UP-AND-OFF MOTOR HOOD

Johnson's famous up-and-off motor hood is on two of the Sea-horse 35's, the 18's, the 10, 7½ and 5½ horsepower motors. Complete accessibility to your engine. Just flip two snaps, and your hood is up . . . and off in seconds! It works wonderfully with twin motors, too! Hoods on both V-50's and the Super Sea-horse 35 are operated by a simple single latch on the front of the motors.



MILE-MASTER FUEL SYSTEMS

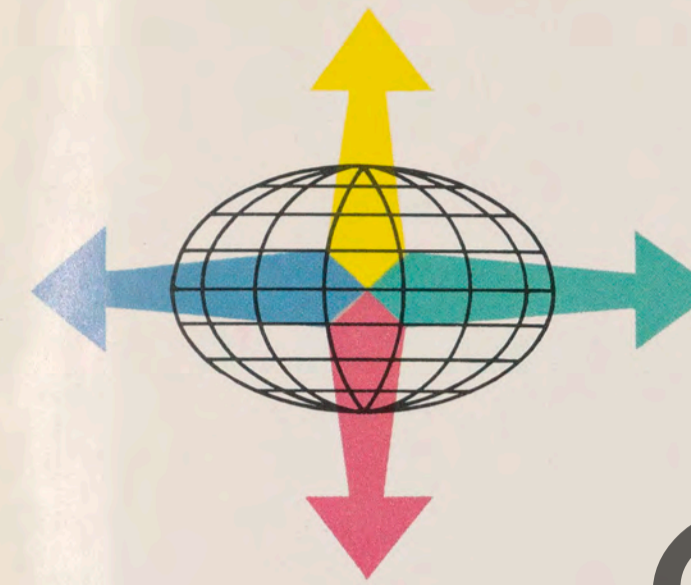
For 1958, the larger motors (Super V-50, V-50 and Super Sea-horse 35) are equipped with a new suction-type fuel system, and the tanks provided with the motors are non-pressurized units. They can be unplugged at the motor *or* at the tank because the fuel line is equipped with non-leaking self-sealing connectors at each end. Other 35's, the 18's and the Sea-horse 10 have the regular six-gallon Mile-Master tanks, while the Sea-horse 7½ and 5½ are equipped with 4¼-gallon tanks. Self-sealing connectors plug right into the motor and fuel-flow is automatically controlled. Fuel is filtered through a screen before it passes into your motor, and all tanks have an accurate gauge mounted topside. These are Johnson engineered, Johnson-tested, fuel systems that are dependable and trouble-free.





OBC Horsepower Ratings

Johnson Motors is proud to be a member of the Outboard Boating Club of America . . . and to take part in all efforts to standardize methods of determining horsepower . . . so that the American boating public can know and trust statistical data that is presented to them in all forms of printing and advertising. Horsepower ratings are determined *meticulously* by a disinterested outside certifier . . . an independent testing laboratory. Only motors representative of regular production engines are used, and only certified dynamometer test equipment used. Conditions of test are rigid so that allowable ratings are as near correct as modern science allows. Most outboard motor manufacturers ascribe to these methods, and agree that this strict approach to the designation of horsepower is for the good of boating in general.



SERVICE . . . A Johnson Standard The World Over

When you buy a Johnson Sea-horse, you are backed by a winning team that has built, sold and serviced more than a million dependable outboard motors! If you are interested in getting into the wonderfully growing sport of boating, call on the Johnson Dealer nearest you. He is prepared to help you get started properly . . . with the right equipment . . . with good advice . . . and, importantly, with good solid service that'll put more satisfaction into your use of a Johnson Sea-horse. Wherever you go, in this country, or around the world, there are over 4000 Dealers and 1250 Master Service Stations ready to service you. Remember, when you join the Sea-horse team, you'll find that service and owner-satisfaction are Johnson standards upon which you can *depend!*

SEA-HORSE SPECIFICATION CHART

	*SUPER SEA-HORSE V-50 H.P. at 4000 R.P.M. ELECTRIC STARTING	*SEA-HORSE V-50 H.P. at 4000 R.P.M. MANUAL STARTING	SUPER SEA-HORSE 35 H.P. at 4500 R.P.M. ELECTRIC STARTING	SEA-HORSE 35 H.P. at 4500 R.P.M. ELECTRIC STARTING	SEA-HORSE 35 H.P. at 4500 R.P.M. MANUAL STARTING	SEA-HORSE 18 H.P. at 4500 R.P.M. ELECTRIC STARTING	SEA-HORSE 18 H.P. at 4500 R.P.M. MANUAL STARTING	SEA-HORSE 10 H.P. at 4000 R.P.M.	SEA-HORSE 7½ H.P. at 4000 R.P.M.	SEA-HORSE 5½ H.P. at 4000 R.P.M.	SEA-HORSE 3 H.P. at 4000 R.P.M.
BRAKE HORSEPOWER CERTIFIED BY O.B.C.											
NUMBER OF CYLINDERS	4	4	2	2	2	2	2	2	2	2	2
PISTON DISPLACEMENT	70.7 cu. in.	70.7 cu. in.	40.5 cu. in.	40.5 cu. in.	40.5 cu. in.	22 cu. in.	22 cu. in.	16.6 cu. in.	12.4 cu. in.	8.84 cu. in.	5.28 cu. in.
BORE AND STROKE	Bore 3"—Stroke 2½"	Bore 3"—Stroke 2½"	Bore 3½"—Stroke 2¾"	Bore 3½"—Stroke 2¾"	Bore 3½"—Stroke 2¾"	Bore 2½"—Stroke 2¼"	Bore 2½"—Stroke 2¼"	Bore 2¾"—Stroke 1¾"	Bore 2½"—Stroke 1¾"	Bore 1¾"—Stroke 1½"	Bore 1½"—Stroke 1¾"
GEAR RATIO	.586	.586	.572	.572	.572	.578	.578	.578	.578	.578	.609
FUEL CAPACITY AND AVERAGE FULL SPEED RUNNING TIME	6-gallon Mile-Master System 1 hr.	6-gallon Mile-Master System 1 hr.	6-gallon Mile-Master System 1½-1¾ hrs.	6-gallon Mile-Master System 1½-1¾ hrs.	6-gallon Mile-Master System 1½-1¾ hrs.	6-gallon Mile-Master System 2½-3 hrs.	6-gallon Mile-Master System 2½-3 hrs.	6-gallon Mile-Master System 4 hrs.	4¼-gallon Mile-Master System 3½-4 hrs.	4¼-gallon Mile-Master System 4 hrs.	4.88 pints 1½-1¾ hrs.
DRIVE	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Gearshift Neutral-Forward-Reverse	Full Pivot Reverse
SPEED CONTROL	Remote or Manual	Twist-Grip	Remote or Manual	Remote or Manual	Twist-Grip	Twist-Grip	Twist-Grip	Twist-Grip	Twist-Grip	Twist-Grip	Single Lever
OPERATION	Remote or Manual Control	Remote or Manual Control Electric Stop Switch	Remote or Manual Control	Remote or Manual Control	Remote or Manual Control Electric Stop Switch	Remote or Manual Control	Remote or Manual Control Electric Stop Switch	Remote or Manual Control Electric Stop Switch	Remote or Manual Control	Remote or Manual Control	Manual
WEIGHT	205 lbs. (Long model 208 lbs.) Fuel Tank 13 lbs.	197 lbs. (Long model 200 lbs.) Fuel Tank 13 lbs.	138 lbs. (Long model 140 lbs.) Fuel Tank 13 lbs.	129 lbs. (Long model 131 lbs.) Fuel Tank 13 lbs.	123 lbs. (Long model 125 lbs.) Fuel Tank 13 lbs.	87 lbs. (Long model 88½ lbs.) Fuel Tank 13 lbs.	77 lbs. (Long model 78½ lbs.) Fuel Tank 13 lbs.	67 lbs. (Long model 68¼ lbs.) Fuel Tank 13 lbs.	59 lbs. (Long model 60 lbs.) Fuel Tank 10 lbs.	56 lbs. (Long model 57 lbs.) Fuel Tank 10 lbs.	33¼ lbs. (Long model 33¾ lbs.) Fuel Tank 10 lbs.
STERN HEIGHT	20" (Short model 15")	20" (Short model 15")	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 aluminum, 13" dia., 13" pitch	3-blade rubber-floated aluminum, 13" dia., 13" pitch	3-blade rubber-floated aluminum, 10¾" dia., 13¼" pitch	3-blade rubber-floated aluminum, 10¾" dia., 13¼" pitch	3-blade rubber-floated aluminum, 10¾" dia., 13¼" pitch	3-blade, rubber-floated aluminum, 9¼" dia., 11" pitch	3-blade, rubber-floated aluminum, 9¼" dia., 11" pitch	3-blade, rubber-floated aluminum, 8¼" dia., 8½" pitch	2-blade aluminum, brass bushed, weedless, 8" dia., 8½" pitch	2-blade aluminum, brass bushed, weedless, 8" dia., 7¼" pitch	2-blade aluminum, brass bushed, weedless, 6½" dia., 6¼" pitch
SLIP CLUTCH	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SILENCING METHOD	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Powerhead, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Intake Silencer, Underwater Exhaust, Partial Exhaust Relief Silencer, Quiet Gears.
PERFORMANCE	Perfect for medium and heavy cruisers, medium and heavy run- abouts, big utilities, light cruis- ers and medium-sized offshore boats. Water skiing. Heavy-duty commercial craft.	Perfect for medium and heavy cruisers, medium and heavy run- abouts, big utilities, light cruis- ers and medium-sized offshore boats. Water skiing. Heavy-duty commercial craft.	Single or in twin combination for cruisers, medium to heavy run- abouts, utilities and day cruisers. Water skiing. Heavy-duty com- mercial craft.	Single or in twin combination for cruisers, medium to heavy run- abouts, utilities and day cruisers. Water skiing. Heavy-duty com- mercial craft.	Single or in twin combination for cruisers, medium to heavy run- abouts, utilities and day cruisers. Water skiing. Heavy-duty com- mercial craft.	Twin combination for light cruisers and day cruisers and medium run- abouts . . . single on light to me- dium runabouts, light to medium utilities, and other lightweight hulls. Water skiing. Auxiliary.	Twin combination for light cruisers and day cruisers and medium run- abouts . . . single on light to me- dium runabouts, light to medium utilities, and other lightweight hulls. Water skiing. Auxiliary.	Light runabouts, fishing utilities, skiffs, heavy-duty large canoes, auxiliary for sailboats and other craft.	Very light runabouts, fishing utili- ties, skiffs, dories, dinghies, large canoes, auxiliary for sailboats, and other craft.	Very light runabouts, fishing utili- ties, skiffs, dories, dinghies, large canoes, auxiliary for sailboats, and other craft.	Dinghies, fishing boats, children's craft, any canoes, auxiliary power.

* SEA-HORSE V-50 PERFORMANCE

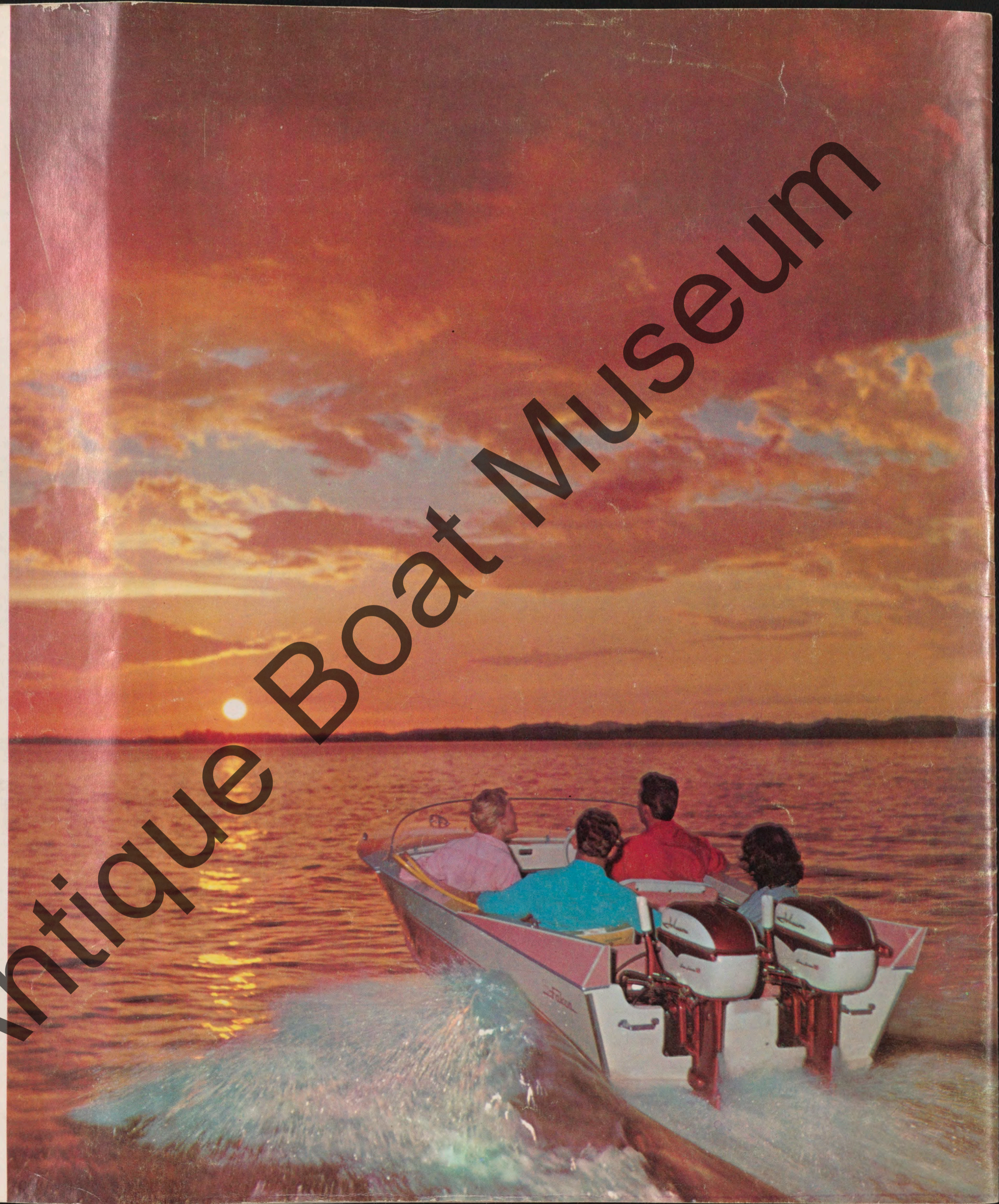
The outstanding quality of the world's first V-engine outboard is its superior ability to handle loads with ease . . . maintaining high-speed ranges with loads that would *bog down the ordinary outboard motor!* As you increase the load, the slight lowering of boat speed will amaze you. You'll power *bigger* boats with *heavier* loads than ever before!

Johnson

First in dependability . . . pioneers of the "V" age engine

JOHNSON MOTORS • WAUKEGAN, ILLINOIS A Division of Outboard Marine Corporation

Litho. in U.S.A.—Form 158



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