

JOHNSON

SEA-HORSES FOR

1957



Sweetest Running JOHNSONS *Ever!*

ZONE 3

PRICE LIST*

effective
SEPTEMBER 1, 1957

MODEL	DESCRIPTION	OBC Certified brake h.p. at 4000 rpm (18-35 h.p. models at 4500 rpm)	BASIC WEIGHT† Lbs.	Price
Golden Javelin 35	<p>A smart new combination of gleaming gold, polished chrome and spray white . . . a great new motor that again tops Johnson's own leadership in outboard styling. Smooth, quiet surge of power that'll put your boat right on top, and make it stay there, even with an outsized load! Some motors of greater rated horsepower can't even match this performance! Each modern improvement, from Suspension Drive to Push-Button Electric Starting, as well as authentic fuel economy and the new Safety-Master Slip-Clutch propeller. Six-gallon Mile-Master Fuel System included.</p> <p>Go first class for 1957 . . . Go Johnson . . . with the golden treasure of them all, the sparkling new Golden Javelin.</p>	35	136	\$635.00
Sea-Horse 35 ELECTRIC STARTING MANUAL STARTING	<p>DEPENDable THIRTY-FIVE HORSEPOWER . . . 12-volt electric starting . . . Equipped for electric or manual starting, new automatic compression relief . . . starts easily as motors one-half its size! . . . Full-range silencing . . . Safety-Master Slip-Clutch propeller protection . . . Johnson's incomparable up-and-off hood . . . Automatic Fuel Saver to cut fuel consumption 20% or more . . . Full gear shift . . . Water-proofed ignition system . . . Idle-Easy throttle stop . . . Rugged carrying handle . . . Scientifically protected against corrosion . . . Fitted for Ship-Master Remote Control . . . Six-gallon Mile-Master Fuel System included.</p>	35	134 123	595.00 503.50
Sea-Horse 18 ELECTRIC STARTING MANUAL STARTING	<p>DEPENDable EIGHTEEN HORSEPOWER . . . Two models 12-volt electric or manual starting . . . New Safety-Master Slip-Clutch propeller protection . . . Full-range silencing, Balanced-Pull easier manual starting . . . Johnson's incomparable up-and-off hood . . . Full gear shift . . . Twist-Grip Speed Control . . . Idle-Easy throttle stop . . . Sealed Power Head . . . Water-proofed ignition system . . . Scientifically protected against corrosion . . . Fitted for Ship-Master Remote Control . . . Six-gallon Mile-Master Fuel System included.</p>	18	87 77	480.75 400.75

MODEL	DESCRIPTION	OBC Certified brake h.p. at 4000 rpm (18-35 h.p. models at 4500 rpm)	BASIC WEIGHT† Lbs.	Price
Sea-Horse 10	DEPENDable TEN HORSEPOWER . . . New Safety-Master Slip-Clutch propeller protection . . . Full-range silencing. . . . Balanced-Pull easier manual starting . . . Johnson's incomparable up-and-off hood . . . Full gear shift . . . Twist-Grip Speed Control . . . Idle-Easy throttle stop . . . Sealed Power Head . . . Water-proofed ignition system . . . Scientifically protected against corrosion . . . Fitted for Ship-Master Remote Control . . . Six-gallon Mile-Master Fuel System included.	10	72 ½	345.50
Sea-Horse 7 ½	DEPENDable SEVEN AND ONE-HALF HORSEPOWER . . . Full-range silencing . . . Johnson's incomparable up-and-off hood . . . Balanced-Pull easier manual starting . . . Full gear shift . . . Slip-clutch propeller protection . . . Twist-Grip Speed Control . . . Sealed Power Head . . . Scientifically protected against corrosion . . . Fitted for Ship-Master Remote Control . . . Four-and-a-quarter-gallon Mile-Master Fuel System included.	7 ½	59	264.50
Sea-Horse 5 ½	DEPENDable FIVE AND ONE-HALF HORSEPOWER . . . Full-range silencing . . . Balanced-Pull easier manual starting . . . Johnson's incomparable up-and-off hood . . . Slip-clutch propeller protection . . . Full gear shift . . . Twist-Grip Speed Control . . . Sealed Power Head . . . Scientifically protected against corrosion . . . Fitted for Ship-Master Remote Control . . . Four-and-a-quarter-gallon Mile-Master Fuel System included.	5 ½	56	234.00
Sea-Horse 3	DEPENDable THREE HORSEPOWER . . . Patented Angle-Matic Drive . . . Balanced-Pull easier starting . . . Slip-clutch propeller protection . . . New front carrying handle . . . Quiet gears and air intake silencer . . . Smooth, quiet acceleration . . . Full-pivot reverse . . . Sturdy construction . . . Weighs only 33 pounds.	3	33 ¼	158.50

All models are available with 3" longer shaft; the 3 h.p., 5 ½ h.p. and the 7 ½ h.p. at \$7.50 additional, the 10 h.p. and 18 h.p. models at \$10.00 additional, the 35 h.p. models and Javelin at \$15.00 additional.

†Weights are subject to variation.

*Prices are applicable in Fair Trade States, subject to change without notice and subject to SALES TAX.

See Your Dealer for Complete Information

JOHNSON MOTORS • WAUKEGAN, ILLINOIS

A Division of Outboard Marine Corporation