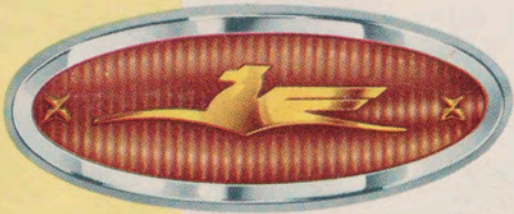


JOHNSON



SEA-HORSES

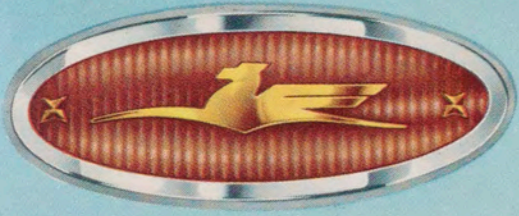
FOR

1955



Antique Boat Museum

Styled in Beauty . . . Engineered for DEPENDable Performance



Sweetest-Running Johnsons Ever...

Improved styling, increased horsepower, five new models and more new features for added dependability and convenience are yours in the Johnson Sea-horse line for 1957.

Newcomers to the Sea-horse family this year are a mighty 35-horsepower motor available in the beautiful custom model, the new Golden Javelin, and in two standard styling models, electric or manual starting. Also new is a husky 18-horsepower motor available with electric or manual starting.

An efficient new generator unit is available as optional equipment for the Golden Javelin and Electric Starting 35. All Sea-horses now feature slip-clutch propeller protection. All Sea-horses bear the usual hallmark of Johnson quality—smoother-running, quieter-running, load-carrying outboard motors that are known around the world for dependable performance.

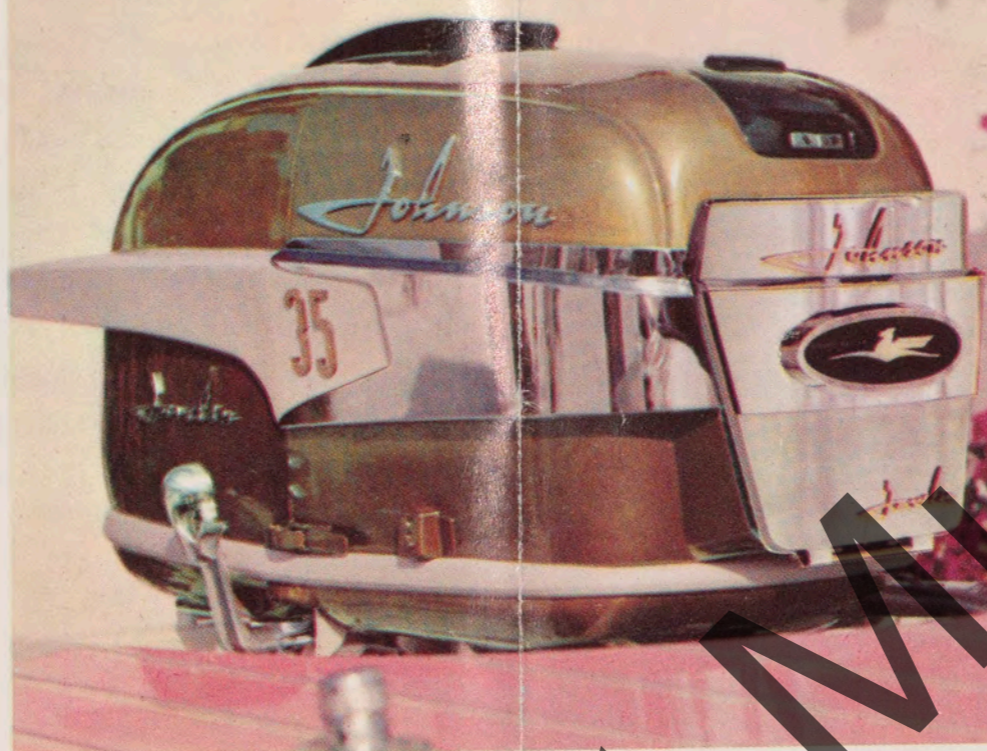


Antique Boat Museum

Johnson has done it again! The sleek new Golden Javelin leads the parade of 1957 Sea-horses, and is truly the most beautiful outboard motor in America. Gleaming gold and polished chrome give a new flair to the hood, and a shining white lower unit adds to the handsome effect. The sweep of chrome conceals and protects controls, and bold new strokes of gold insignia add classic styling.

Handsome is as handsome does . . . and the mighty Golden Javelin has a smooth, quiet surge of power that'll do wonders for your boat. Style, speed, and real load-carrying ability are all yours in this great new outboard.

Go first class in 1957 . . . go Johnson . . . with the golden treasure of them all, the sparkling new *Golden Javelin!*



Features OF THE 1957 SEA-HORSES



POWER-MASTER GENERATOR

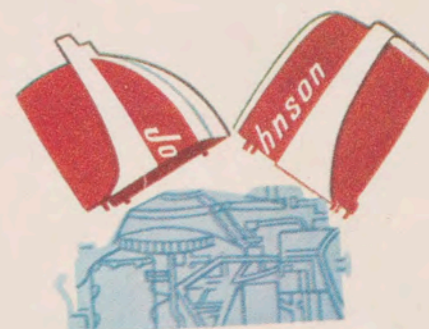
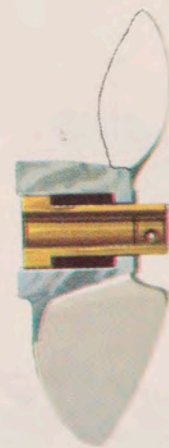
A sensational new quick charging 12-volt generator is now optional for the Electric Starting Sea-horse 35 and the Golden Javelin for 1957. The Power-Master has lightning quick high output and will charge a low battery in a flash. Best of all, it is an automotive type unit, and is equipped with a current and voltage regulator. Running lights, cabin lights, radio and other electrical equipment can be operated from your battery without a worry in the world. The Power-Master takes 'em all in stride.

A simple touch of your finger is all you need to put your new electric starting Sea-horse into action! Dashboard switch-plates for 1957 are supplied in two models—one for single motor operation, and one for twin-motor use. If you use the Power-Master generator unit, an accurate ammeter fits into the center of the switch-plate. Electric cables plug into your motor the same as your home electrical connections.



SAFETY-MASTER SLIP-CLUTCH

Now all Johnson Sea-horses are equipped with slip-clutch propeller protection. Shear-pin worries are ended forever! In the big motors, the Safety-Master is a redesigned rubber propeller hub which allows the prop to slip when it hits an obstruction. Further protection is given by an edged device on all propellers which prevents entangled lines from wrapping and damaging shaft and gear case. Sea-horse owners asked for this improvement, and it's here for 1957, on the entire Johnson line!



UP-AND-OFF MOTOR HOOD

For convenience and complete efficiency, no other outboard motor hood can compare with the hoods designed for the Johnson Sea-horse! Complete accessibility to spark plugs. No screws, no bolts, no special tools. Just release two small snaps, and your hood is up . . . and off in just a few seconds! No fuss, no bother, and the Johnson hood works like a charm with twin-motor installations, too! Compare and you'll find no outboard motor hood that can match Johnson for real convenience!

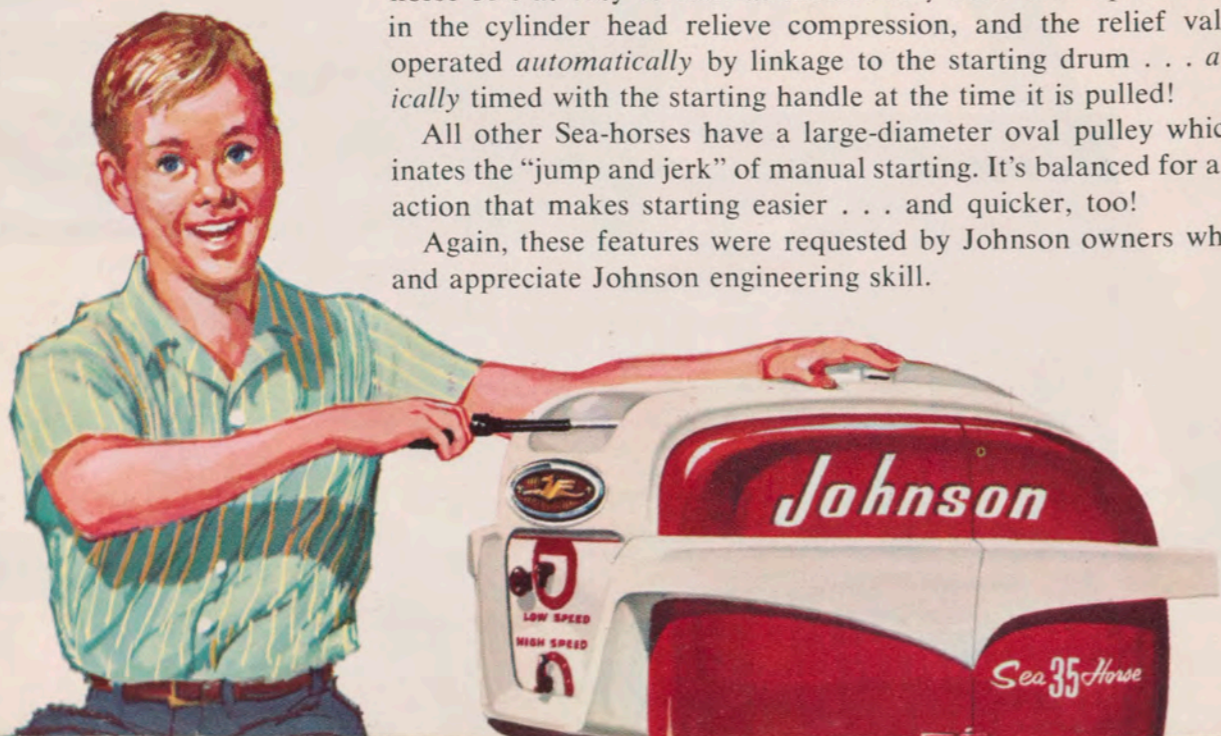
Man, oh Man! SWEETEST-STARTING JOHNSONS EVER!

All 1957 Sea-horses are equipped for easier manual starting than has ever been possible with outboard motors before!

An automatic compression relief system makes the mighty Sea-horse 35's as easy to start as motors half their size! Special chambers in the cylinder head relieve compression, and the relief valves are operated automatically by linkage to the starting drum . . . automatically timed with the starting handle at the time it is pulled!

All other Sea-horses have a large-diameter oval pulley which eliminates the "jump and jerk" of manual starting. It's balanced for a smooth action that makes starting easier . . . and quicker, too!

Again, these features were requested by Johnson owners who know and appreciate Johnson engineering skill.



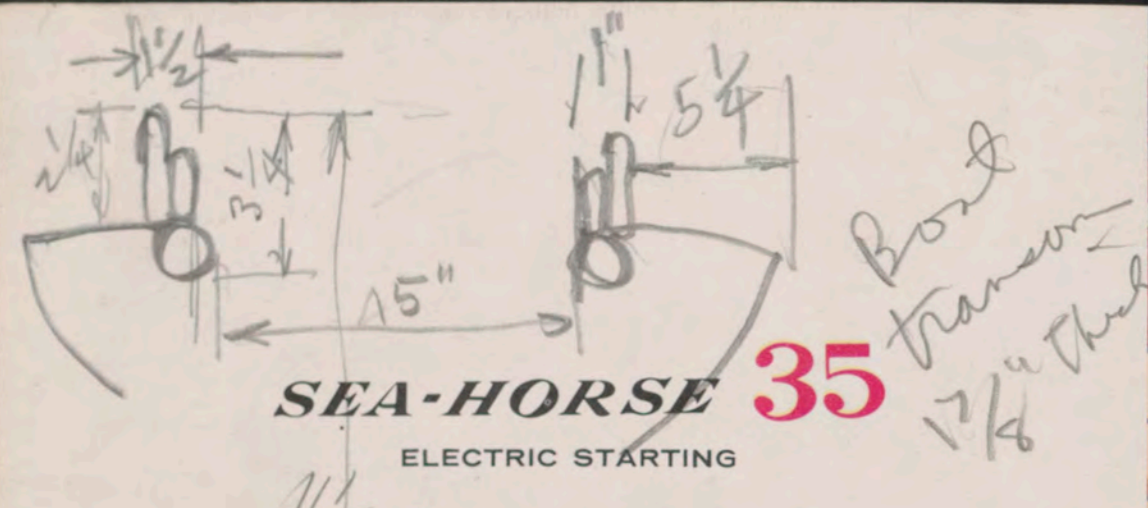
Save Fuel—Save Dollars AUTOMATIC FUEL SAVER

If there's a wee bit of Scotch in you, you'll really learn to love Johnson's Automatic Fuel Saver. All the big Sea-horses have it. It's real, not "claimed," economy. It will add miles and miles to your cruising range because it saves you one gallon or more out of every five. You'll get 20% or better savings! It's a simple matter of pulling your throttle back a little, and you're automatically in the dollar-saving cruising range! This is another feature requested by Sea-horse owners . . . another example of Johnson progress through engineered dependability.

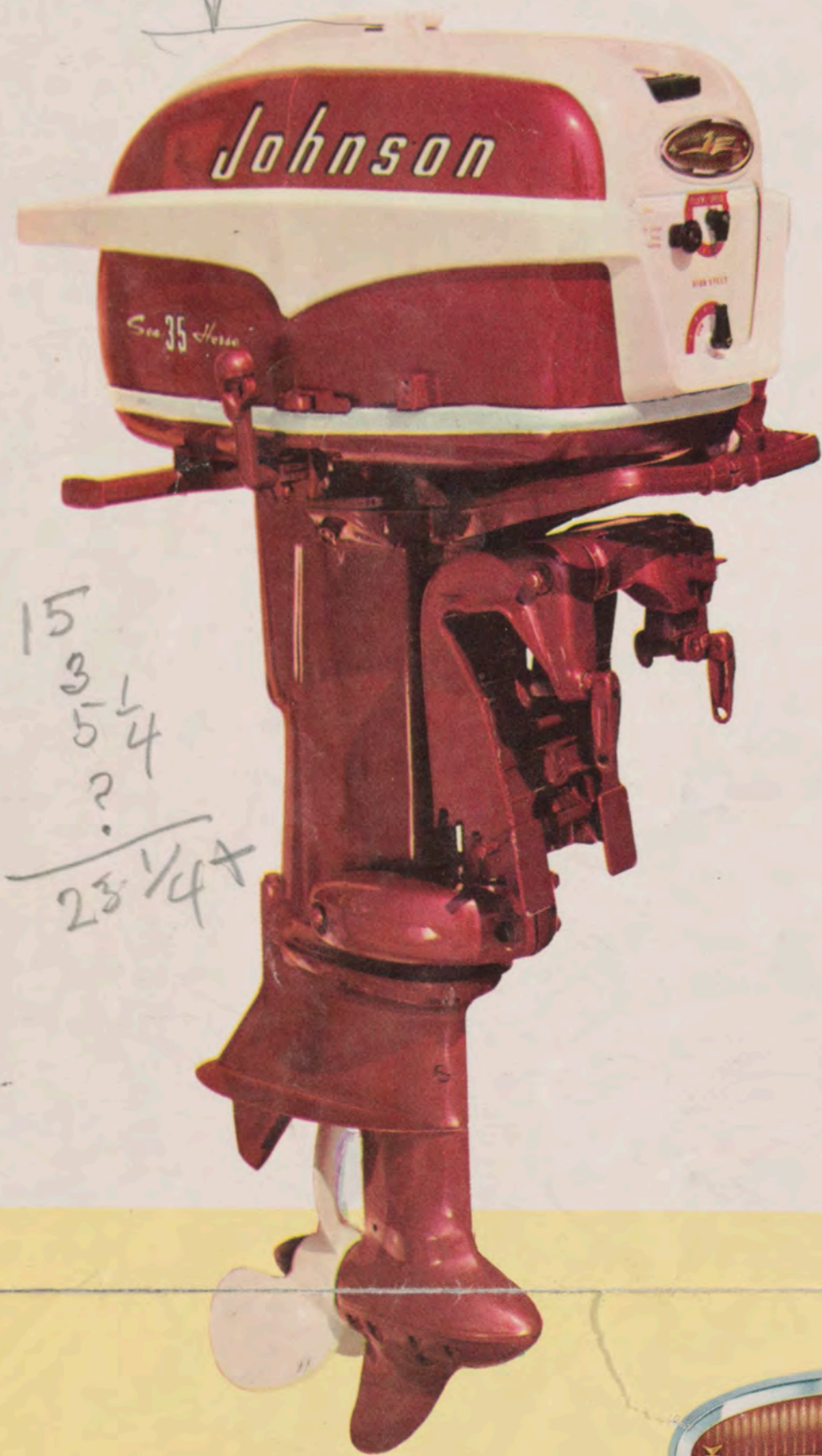


MILE-MASTER FUEL SYSTEM

Sturdy Mile-Master Fuel System tanks are part of the motor when you buy the Johnson Sea-horse 5 1/2, 7 1/2, 10, 18, 35 and Golden Javelin. Ingenious self-sealing connectors plug directly into the motor. No worries about leaks or spill-overs. Fuel flow is automatically controlled, and fuel is filtered through a screen before it reaches your motor. An accurate fuel gauge is mounted on top of the tank in plain sight. All Golden Javelins, 35's, 18's and 10's carry six-gallon tanks, and all 7 1/2 and 5 1/2's are equipped with the 4 1/4-gallon tank. Easy to carry, easy to stow, and completely free of trouble or worry!



SEA-HORSE 35
ELECTRIC STARTING

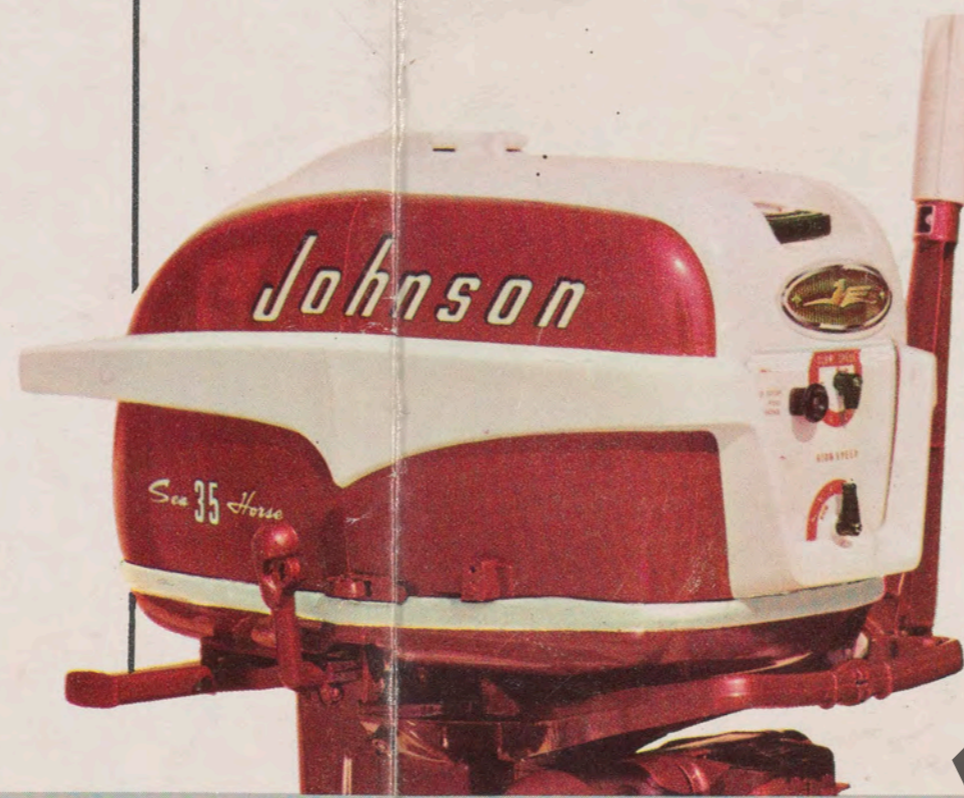


The whole family can relax with wonderful electric starting and the great new Sea-horse 35 gives you *command performance* that truly invites comparison! More miles per gallon, more miles per hour with average loads . . . and proud new performance that really shines with *heavier-than-average* loads. With smooth control right at the tip of your finger, this is the motor for the skipper who likes to take it easy . . . who likes to take the *whole* family along! Complete with 12-volt electric starting, Automatic Compression Relief System for easier manual starting, new Safety-Master Slip-Clutch propeller protection, full-range silencing, with cushion mounting system, Automatic Fuel Saver, full gear shift, up-and-off motor hood, throttle idling stop, water-proof ignition system, carrying handle. It is scientifically protected against corrosion, is fitted for Ship-Master Remote Control, and a six-gallon Mile-Master Fuel System is included with the motor. The great new Power-Master generator is optional equipment for this motor.



SEA-HORSE 35 MANUAL STARTING

Dollar for dollar, or horsepower for horsepower, no outboard motor can match the Sea-horse 35 as a smart, economical buy! Every feature for dazzling high-speed performance—real, big loadability! Every feature spells operating safety and economy. New Automatic Compression Relief System makes manual starting as easy as motors half its size! Automatic Fuel Saver cuts consumption 20% or more at cruising speeds. Saves one gallon in every five! New Safety-Master Slip-Clutch propeller protection ends shear-pin worries forever! Complete with full gear shift, full-range silencing, Twist-Grip Speed Control, throttle idling stop, corrosion protection, water-proof ignition system and it is fitted for Ship-Master Remote Control. Six-gallon Mile-Master Fuel System included with motor.



SEA-HORSE 18 ELECTRIC OR MANUAL STARTING

This sleek, smooth Sea-horse 18 is a newcomer to the Johnson line for 1957, and it's a star performer packed with surprises! Excellent as a "big" motor for teenagers, and good sturdy power for a variety of other uses. A real front-runner with every major big-motor feature engineered right into it! Complete with slip-clutch propeller protection, full-range silencing, full gear shift, Twist-Grip Speed Control, throttle idling stop, water-proof ignition system and corrosion protection. It is fitted for Ship-Master Remote Control, and the six-gallon Mile-Master Fuel System is included with the motor.

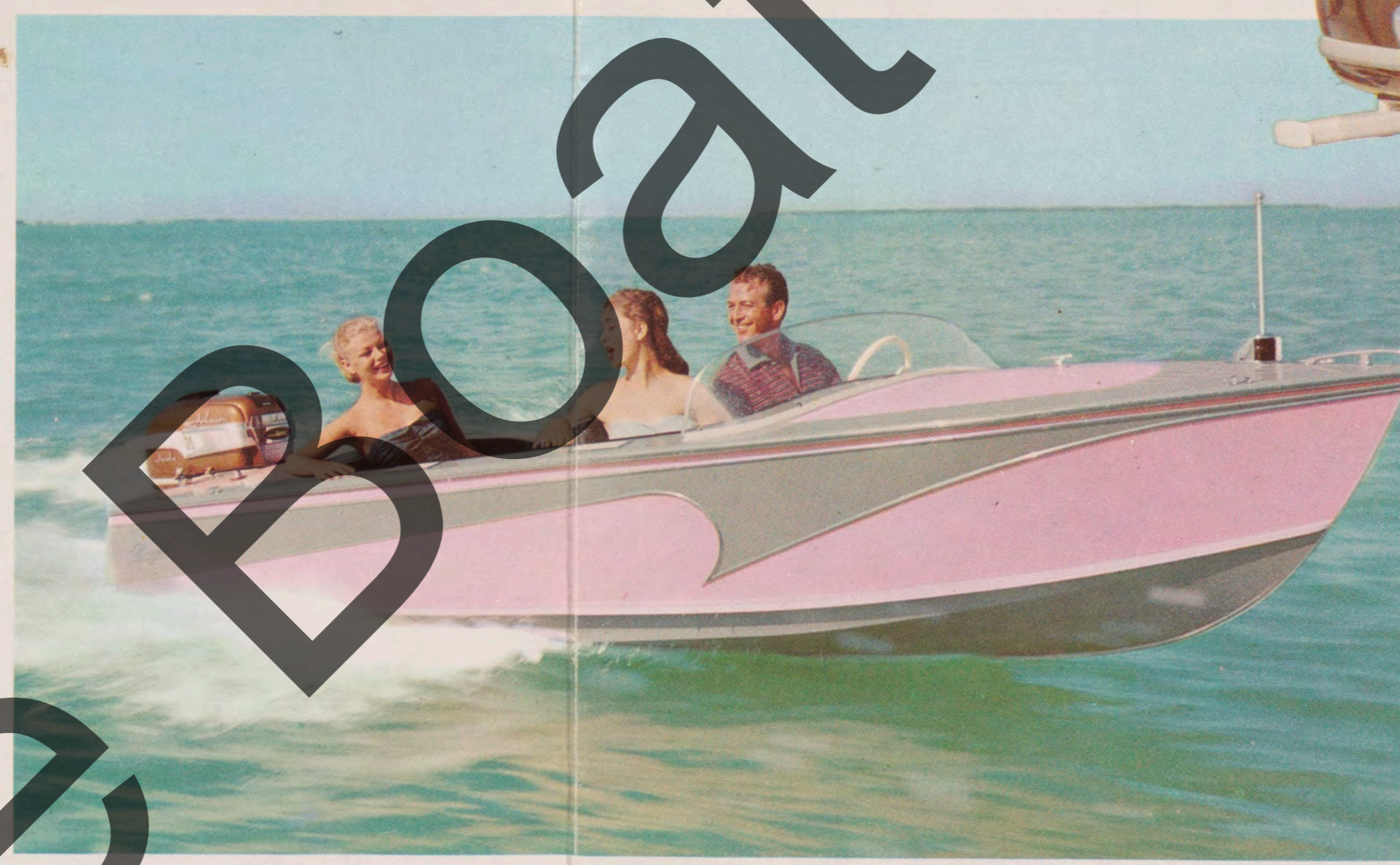


THE NEW

Golden

Javelin

Sweetest
Running
Johnsons
Ever...



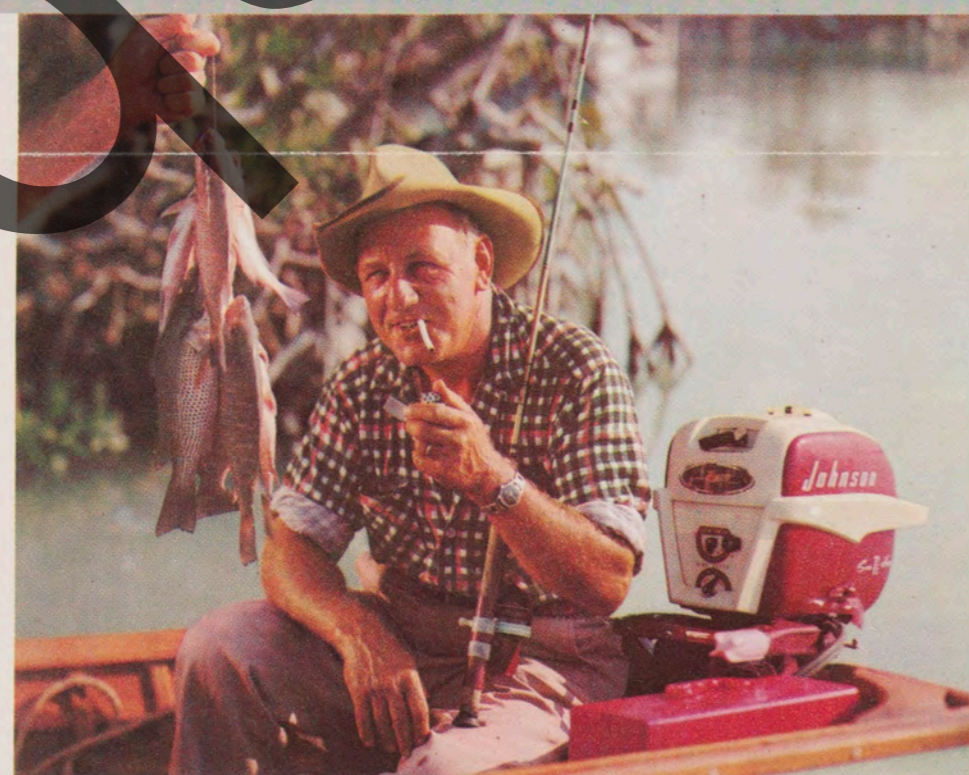
35
HORSEPOWER

It's a big, wide, wonderful world when you discover the thrill of driving the finest outboard motor ever made. The mighty new Golden Javelin is designed particularly for the man who wants only the best . . . for the man who enjoys the feeling of leadership that comes when he's skimming across the water in a boat and motor-combination that displays *quality* through and through. You're 'way, 'way ahead with the Golden Javelin. Every major modern improvement, from Suspension Drive to push-button electric starting, is in this motor. Safety-Master Slip-Clutch propeller protection, authentic fuel economy, and many other features make the Golden Javelin *the* outboard motor for 1957! When your boat deserves the best, go first class . . . Go Johnson . . . with the sparkling new Golden Javelin.



SEA-HORSE 10 HORSEPOWER

Here's a motor that has won the hearts of sportsmen over and over again . . . with its smooth, slow-trolling ability combined with flashing-action acceleration. It's a dependable performer with many big-motor features, but is still a portable motor . . . easy on the pocketbook . . . easy to own, to operate, and to enjoy Slip-clutch propeller protection, full-range silencing, easy manual starting, full gear shift, Twist-Grip Speed Control, up-and-off motor hood and fittings for Ship-Master Remote Control. Comes equipped with six-gallon Mile-Master Fuel System.



SEA-HORSE 7 1/2 HORSEPOWER

Step up to the sturdy 7 1/2 when you want a portable, dependable motor that will really power the average fishing boat . . . gets you there and back just a little faster than other small motors. Smooth, quiet and packed with dependable big-motor features. Slip-clutch propeller protection, full-range silencing, full gear shift, Twist-Grip Speed Control, easy manual starting, up-and-off motor hood and fittings for Ship-Master Remote Control. Comes equipped with 4 1/4-gallon Mile-Master Fuel System. It's kitten-quiet . . . and mighty easy to start.



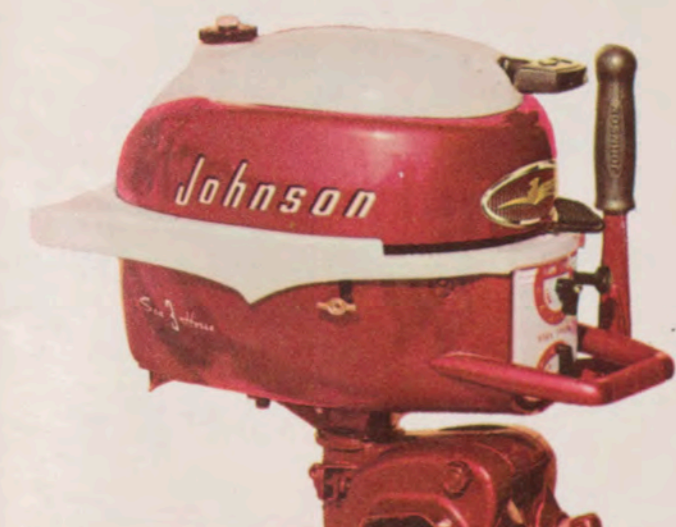
SEA-HORSE 5 1/2 HORSEPOWER

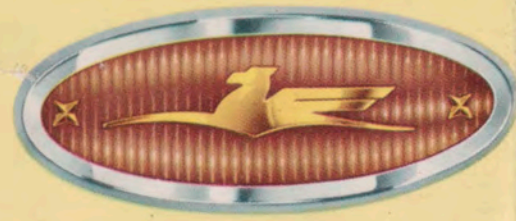
If there ever was a motor bearing the name "fisherman's friend" the 5 1/2 is it! This was the pioneer of all *quiet* outboards . . . and a motor that's been takin' 'em there and bringin' 'em back for years! When you talk fishin', you're talking about the great 5 1/2! This motor is Johnson through and through, with superbly dependable performance. Slip-clutch propeller protection, full-range silencing, full gear shift, Twist-Grip Speed Control, easy manual starting, up-and-off motor hood, and fittings for Ship-Master Remote Control. Equipped with 4 1/4-gallon Mile-Master Fuel System.



SEA-HORSE 3 HORSEPOWER

This is the biggest *little* motor man can own . . . rugged and dependable 3 horsepower packed into a twin that weighs a mere 33 pounds! Perfect for small craft . . . wonderful for children, and what's more, even the little tikes can start this "littlest Sea-horse." Best of all is its amazing performance through tangled underbrush and across swamps and obstructions that would stop the ordinary outboard. Fishermen love its superior trolling ability. Patented Angle-Matic Drive, easy starting, slip-clutch propeller protection, smooth, quiet acceleration, full pivot reverse, quiet gears, sturdy construction throughout.





Sweetest

THE NEW

Golden



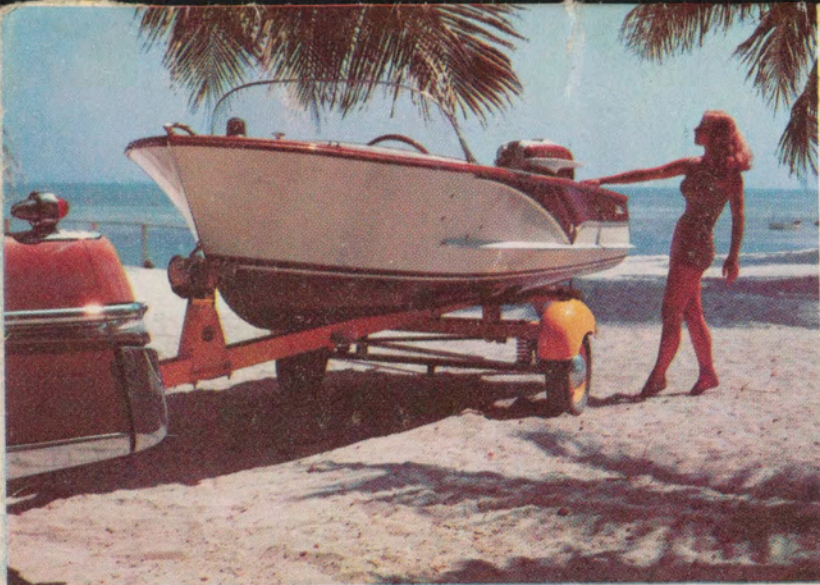
Javelin

JOHNSON SEA-HORSE SPECIFICATION CHART



	GOLDEN JAVELIN ELECTRIC STARTING 35 H.P. at 4500 R.P.M.	SEA-HORSE ELECTRIC STARTING 35 H.P. at 4500 R.P.M.	SEA-HORSE MANUAL STARTING 35 H.P. at 4500 R.P.M.	SEA-HORSE ELECTRIC STARTING 18 H.P. at 4500 R.P.M.	SEA-HORSE MANUAL STARTING 18 H.P. at 4500 R.P.M.	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.									
MOTOR REVOLUTIONS PER MINUTE RANGE	4000-5000	4000-5000	4000-5000	4000-5000	4000-5000	4000-5000	3500-4500	3500-4500	3500-4500
PISTON DISPLACEMENT	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 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 1½" — Stroke 1½"	Bore 1½" — Stroke 1¾"
GEAR RATIO	.572	.572	.572	.572	.572	.578	.578	.578	.609
SPEED RANGE	Slow trolling to over 33 M.P.H.	Slow trolling to over 33 M.P.H.	Slow trolling to over 33 M.P.H.	Slow trolling to over 27 M.P.H.	Slow trolling to over 27 M.P.H.	Slow trolling to over 20 M.P.H.	Slow trolling to over 17 M.P.H.	Slow trolling to over 12 M.P.H.	Slow trolling to over 8½ M.P.H.
FUEL CAPACITY AND AVERAGE FULL SPEED RUNNING TIME	6 gal. Mile-Master System 1½-1¾ hrs.	6 gal. Mile-Master System 1½-1¾ hrs.	6 gal. Mile-Master System 1½-1¾ hrs.	6 gal. Mile-Master System 2½-3 hrs.	6 gal. Mile-Master System 2½-3 hrs.	6 gal. Mile-Master System 4 hrs.	4¼ gal. Mile-Master System 3½-4 hrs.	4¼ gal. Mile-Master System 4 hrs.	4.88 pints 1½-1¾ hrs.
DRIVE	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Gear Shift Forward-Neutral-Reverse	Full Pivot Reverse
SPEED CONTROL	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	Remote or Manual Control	Remote or Manual Control	Remote or Manual Control	Remote or Manual Control	Remote or Manual Control	Remote or Manual Control	Manual
WEIGHT	136 lbs. (Long model 138 lbs.) Fuel Tank 13 lbs.	134 lbs. (Long model 136 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.	72½ lbs. (Long model 74 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 33¼ lbs.)
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 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, 9¾" dia., 11" pitch	3-blade rubber-floated aluminum, 9¾" dia., 11" pitch	3-blade rubber-floated aluminum, 9" dia., 8" 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
SILENCING METHODS	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Suspension Drive, Intake Silencer, Sound-Sealed Hood, Sealed-in Power Head, Underwater Exhaust, Exhaust Relief Silencer, Quiet Gears.	Intake Silencer, Underwater Exhaust, Partial Exhaust Relief Silencer, Quiet Gears.

Antique Boat Museum



WHEREVER YOU GO . . .

There's a dependable Johnson Sea-horse for your boat! 4000 dealers and 800 Master Service Stations are at your command . . . and they are thoroughly equipped to give you the best possible outboard motor service. Remember, when a Sea-horse powers your boat, you are backed by an *experienced* team.

JOHNSON MOTORS • WAUKEGAN, ILL.

A Division of Outboard Marine Corporation

Form 257

Litho. in U.S.A.

KIMBRELL'S

1628 Erie Boulevard East

Syracuse, N. Y.

Antique Boat Museum