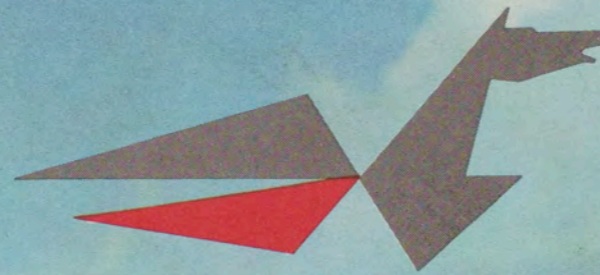


NEW FOR 1959...

Johnson



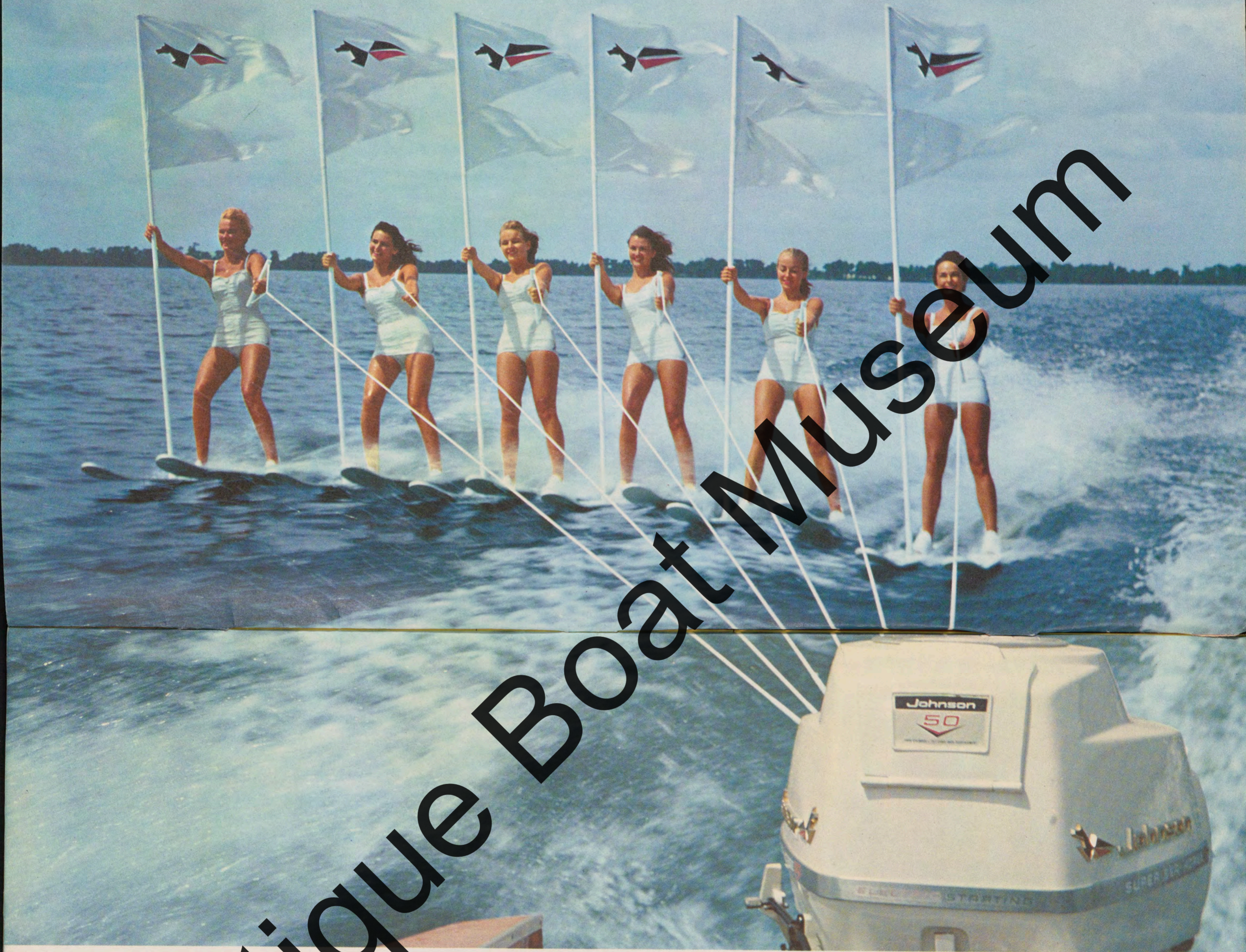
Dynautical Design

GOES BETTER WITH YOUR BOAT! MAKES YOUR BOAT GO BETTER!



Antique Boat Museum

PRESENTING THE FLYING WHITE FLEET . . .



BY THE FINEST NAME IN OUTBOARDS . . .

Johnson



Nationally known designer, Dave Chapman, together with Johnson engineers, developed Dynautical Design. Of it, he says: "This is a functional approach to outboard motor design . . . clean and honest . . . free of useless decoration. It is an outboard motor that looks like what it is . . . a piece of fine machinery."

Johnson, pioneer of the V-age in outboards, pioneer of quiet outboard motors, now announces another exclusive advance in outboarding—Dynautical Design. These new Sea-horses for 1959 not only have a new look, but they represent a whole new way of looking at fun on the water. Inside and outside, every Sea-horse of the Flying White Fleet is *functionally* designed to give you more of everything you want out of boating.

First you see the difference! To anyone who admires the sleek lines of a trim boat, the clean, sculptured look of Dynautical Design will be love at first sight. It goes better with your boat!

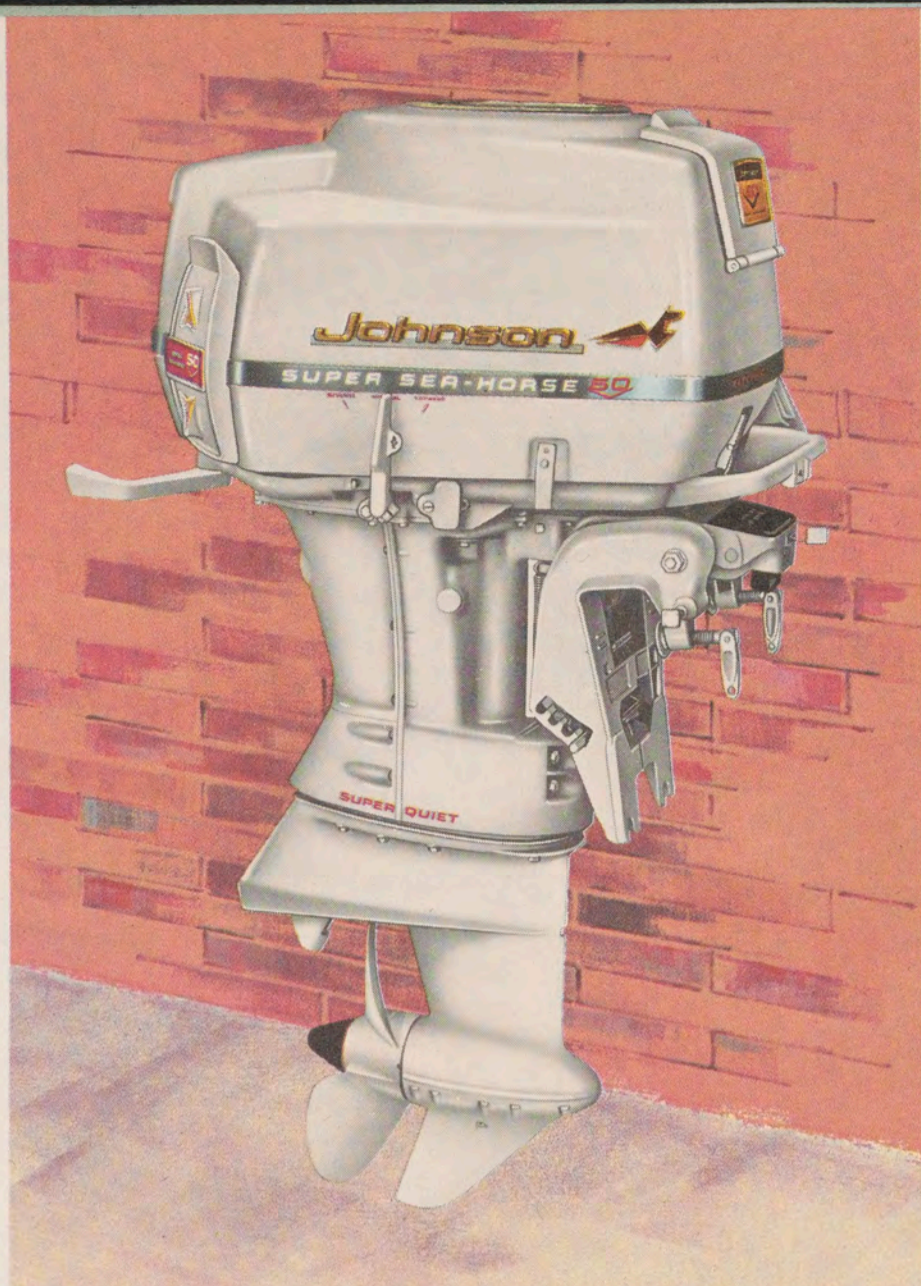
Then try the difference! Here's power that's a pleasure—dependable and smooth running as only Johnson engineering can make it. Whether you're new to the water or an old hand afloat, you've got a great boating day coming when you try out a new 1959 Sea-horse, with Dynautical Design.

In 1959, Johnson will build its *two millionth* Sea-horse—a record no one else can match. So look for the "firsts" that count for *you*. When you select a Sea-horse, you're buying Johnson experience—FIRST in customer preference . . . FIRST in the concept of Dynautical Design . . . FIRST in service . . . and FIRST, as always, in DEPENDABILITY.

There is no substitute for a DEPENDABLE Johnson Sea-horse.

SUPER SEA-HORSE V-50

50 horsepower, certified by OBC at 4500 RPM • **Dyna-nautical Design** • 4-cylinder "V" engine • 70.7-cubic-inch piston displacement • New, improved propeller for faster, longer life • Electric starting, with 3-position key switch • Fiberglass-reinforced plastic motor hood • Premium automotive paint • Single carburetor—down-draft twin barrel • Complete super-silencing system • Thermostat-controlled cooling system • Anti-friction needle, roller and ball bearings • High-output unit magneto • High-efficiency fuel pump • Automatic Fuel-Saver throttle linkage • Silver-plated crankcase seals • Full gear-shift • Anti-friction steering pivot, with sealed needle bearings • Tilt locks for highway or water use • Complete fresh and salt-water corrosion protection • Built-in lifting ring • Slip-clutch propeller • Easy-access doors for spark plugs • Fitted for remote control • Fitted for 12-volt generator • Complete with 6-gallon tank



This is the captain of Johnson's Flying White Fleet for '59 . . . the "gold braid" of tomorrow's outboarding fun! From the gleaming gold crown on its hood to the tip of its newly designed propeller, the Super Sea-horse V-50 is destined to reign as king of the waterways this year.

Starting is electrical—just turn a key! Hoods are of new fiberglass-reinforced plastic for impact resistance, complete corrosion protection, light weight and great strength! Trim is gold, with Johnson's handsome new Sea-horse setting off the appearance of this superior motor. Color is a warm new white, as bright as the cap on a breaker . . . and it's a premium paint, the best ever used on outboards.

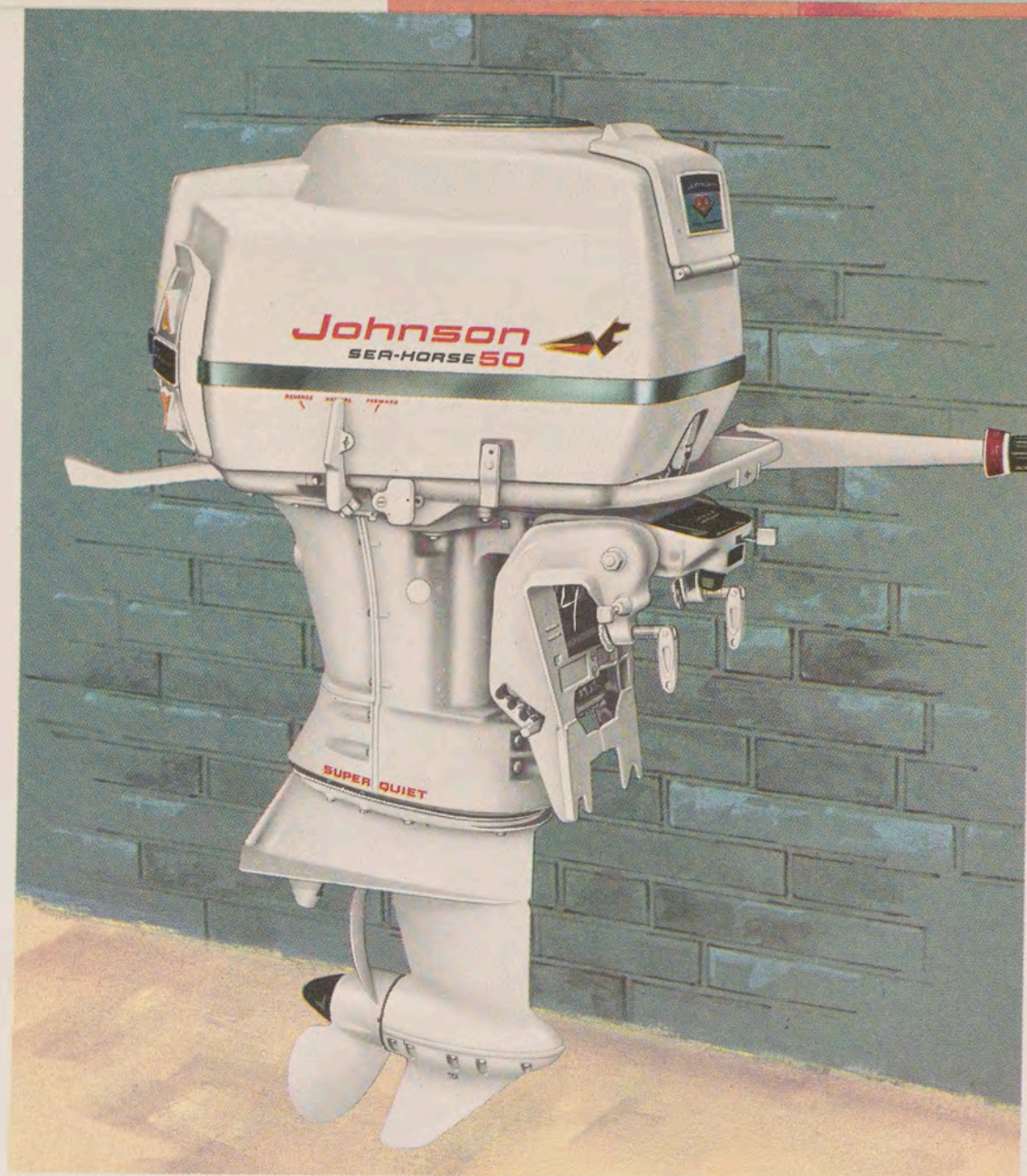
Under the classic new hood is the magnificent heart of this Sea-horse . . . the revolutionary V-4 engine . . . 70.7 cubic inches of surging power. This is power to spare for any boating purpose . . . to laugh at cruiser loads . . . to give you plenty of speed for lighter craft. Yet smoothness, quietness and cat-like response are the hallmark of this truly great V-engine.

More on the outside . . . more on the inside. This is Dyna-nautical Design, exclusively yours in the world's most dependable outboard motor!



Johnson
SUPER SEA-HORSE
V-50

There is no substitute for a **DEPENDABLE** Johnson Sea-horse.



Here's bigness that's quiet . . . bigness with classic styling . . . bigness with a load-lugging heart that will work for you effortlessly, tirelessly year after year. This is the carefree, wear-free Sea-horse V-50, that delivers a full 50 horsepower with no strain! This great V-engine is ideally suited for commercial work, and priced to please, too. Manual starting is just as quick and easy as with the Sea-horse 35. All other features of the big Super are included in this outboard . . . super-quiet, super-smoothness and above all, super-dependability. Full gearshift, thermostat-controlled cooling system, premium paint, needle, roller and ball bearings on all critical moving parts . . . all Dynautical Design features that simply mean longer life and higher value. In addition, such conveniences as the push-button stop switch, slip-clutch propeller, lifting ring, easy-access doors to spark plugs and many more make the Sea-horse V-50 a king-sized value that can't be matched.

See the difference. Try the difference.
Price the difference. You'll be proud to own this bold, big Sea-horse. Turn this page to see the host of dependability features that make up the heart of this outboard motor.

SEA-HORSE V-50 FEATURES

50 horsepower, certified by OBC at 4500 RPM • **Dynautical Design** • 4-cylinder "V" engine • 70.7-cubic-inch piston displacement • New, improved propeller for faster, longer life • Fiberglass-reinforced plastic motor hood • Premium automotive paint • Single carburetor—down-draft, twin barrel • Complete super-silencing system • Thermostat-controlled cooling system • Anti-friction needle, roller and ball bearings • Push-button stop switch • High-output unit magneto • High-efficiency fuel pump • Automatic Fuel-Saver throttle linkage • Silver-plated crankcase seals • Full gearshift • Anti-friction steering pivot, with sealed needle bearings • Tilt locks for highway or water use • Complete fresh and salt-water corrosion protection • Built-in lifting ring • Slip-clutch propeller • Easy-access doors for spark plugs • Fitted for remote control • Complete with 6-gallon fuel tank

Johnson

SEA-HORSE



There is no substitute for the dependability of Johnson Sea-horse.



Antique Boat Museum

Johnson

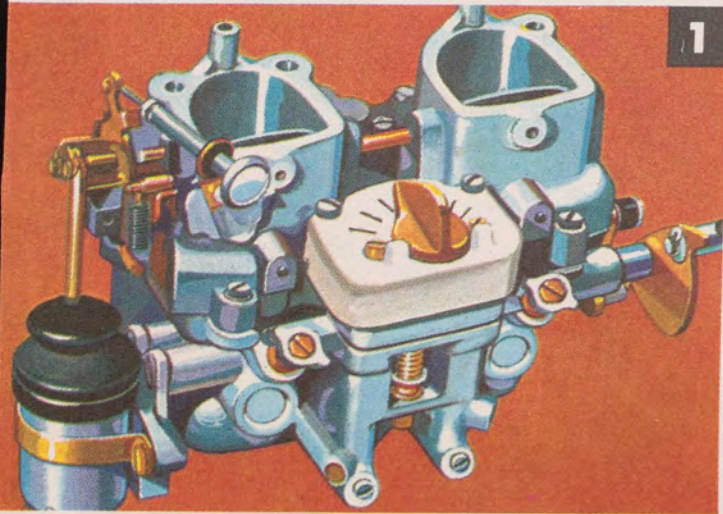
PRECISION-ENGINEERED V-50 FEATURES FOR 1959

For 1959, Johnson's exclusive DYNAUTICAL DESIGN brings you and your family more complete enjoyment of boating . . . a motor that complements your boat . . . a motor of practical beauty that is more than skin deep. Dynautical Design gets to the very heart of these dependable Sea-horses, and brings you superior performance, and a form of dependability that even Johnson never offered before!

On this page you'll see the engineering reasons for Johnson leadership in the big-motor field.

Motor hoods are made of sleek, strong fiberglass-reinforced plastic for great impact resistance, light weight and complete corrosion protection. Temperature changes cannot affect these hoods.

The entire motor is a sealed shell which acts as a giant air intake silencer right down to the waterline! Hoods are sealed positively at all joints, front and rear access doors are sealed, and the engine itself is floated on rubber cushions within this shell. As always, exhaust is underwater, and the exhaust tube itself is completely within the sealed shell to prevent escape of airborne noise!



No Mechanic Needed to Operate This Carburetor!

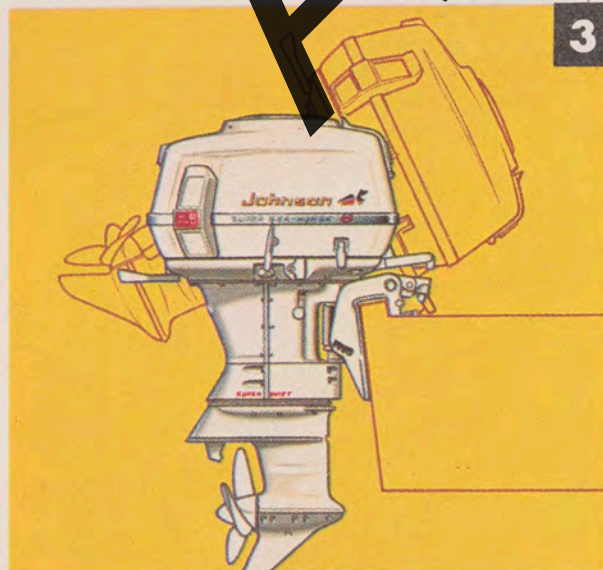
The Johnson Sea-horse V-50 features *one* carburetor with two barrels in a single body, with a common butterfly shaft. It is down-draft with each barrel feeding two cylinders. Has an automotive-type secondary venturi for better atomization of fuel. Float valve is nylon for better sealing and longer life. Most important for you: you only have to use *one* lever to set both high-speed adjustments . . . they're synchronized!



Engine Balance!

This engine is *inherently balanced* at engine speed. Reciprocating forces are completely balanced, reducing vibration to a minimum. Firing impulses are every 90 degrees giving an exceptionally smooth flow of power to the crankshaft.

"V"-type construction holds this motor not only at the height of vertical engines, also means a tremendous advantage at the crankshaft. This is the primary moving part of the engine, and V-construction allows it to be rigid, short and strong. This crankshaft is only 14 1/16 inches long.

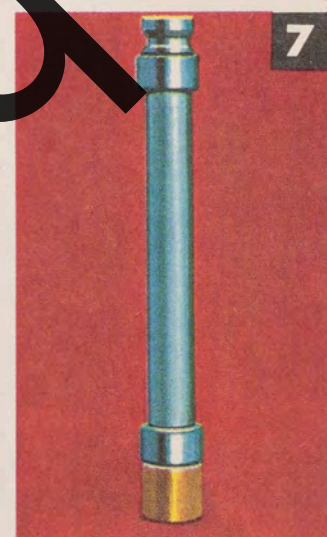


Easier Tilting!

A tilt spring-assist makes tilting from within the boat easy . . . a tilting clamp lock holds your motor up for highway travel, and another tilt lock holds your V-50 out of the water while moored.

Anti-Friction Steering Pivot!

Steering is finger-tip easy with the V-50, because your motor is balanced on a pivot, eliminating unnecessary friction. Sealed needle bearings which *never need attention* are located at both ends of the prop shaft.



50 horsepower. Brake horsepower certified by OBC at 4500 RPM

4-cylinder "V"-engine, single die-cast engine block

Fiberglass-reinforced plastic motor hood

70.7-cubic-inch piston displacement

Smooth power-flow, with 90-degree firing

Rigid, short, stainless steel crankshaft—only 14 1/16 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

Thermostat-controlled recirculating 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-positional 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

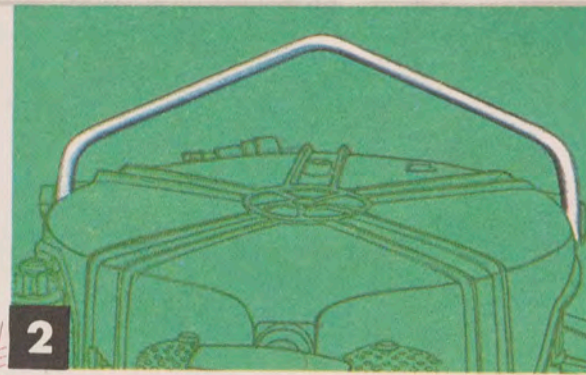
Highest-quality long-life premium automotive paint finishes

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

Fitted for Johnson Ship-Master Remote Control

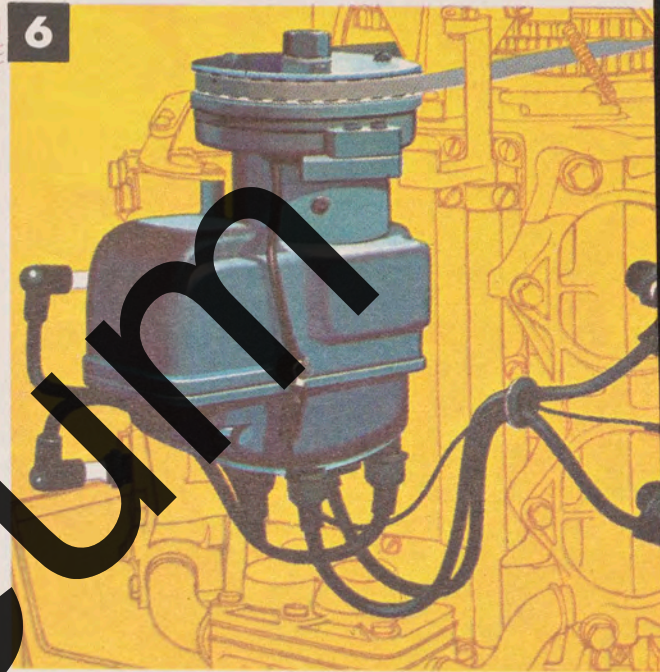
Fitted for Johnson Power-Master 12-volt generator system (Super V-50 only)

Complete with 6-gallon Mile-Master Fuel System



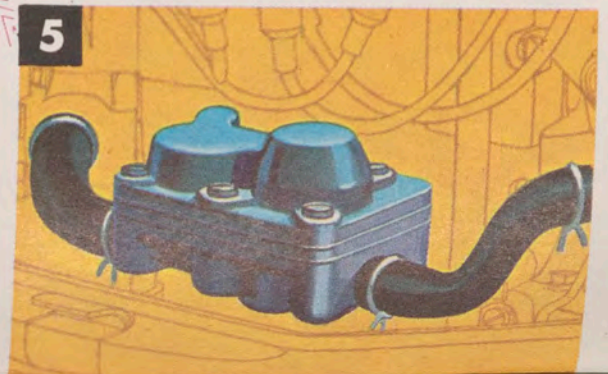
Built-In Lifting Ring!

Added convenience on the V-50 is a built-in lifting ring of cadmium-plated steel. It is part of the engine and folds out of the way when not in use. It may be used with any kind of hoisting equipment.



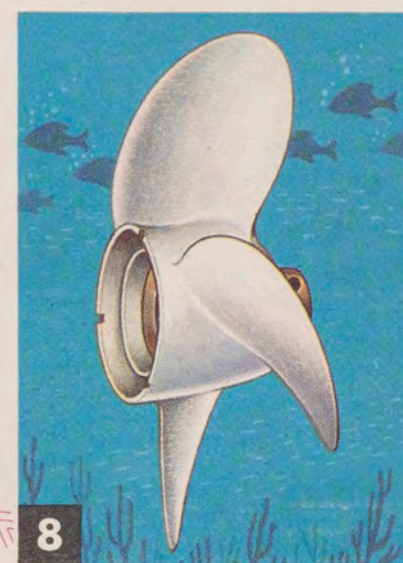
High-Output Magneto!

This distributor-type of magneto (Johnson's own design) is easily accessible, and can be removed from the engine in one piece for service. Special anti-friction mounting bearings give it exceptionally smooth operation and very slight load on the control lever.



Thermostat-Controlled Cooling System!

Smoother performance and longer engine life at all engine speeds are provided by Johnson's recirculating water-cooling system, regardless of outside water temperatures! Temperature limits are controlled by thermostat with a range from 130° to 150° Fahrenheit.



New Design Propeller!

A new propeller is on the V-50 for 1959 . . . with smaller diameter and a higher pitch (12 1/2 x 14). This *new wheel* will handle good loads without speed loss, but at the same time, provide considerably higher speed on light boats. It will be of a new aluminum alloy . . . stronger, and more ductile. Blades are not brittle, and will bend more easily without breaking so that your propeller can be repaired efficiently.

The *new prop* will be standard on the V-50.

Only the V-50 has all these features

There is no substitute for a
DEPENDABLE Johnson Sea-horse.



Johnson SUPER SEA-HORSE 35

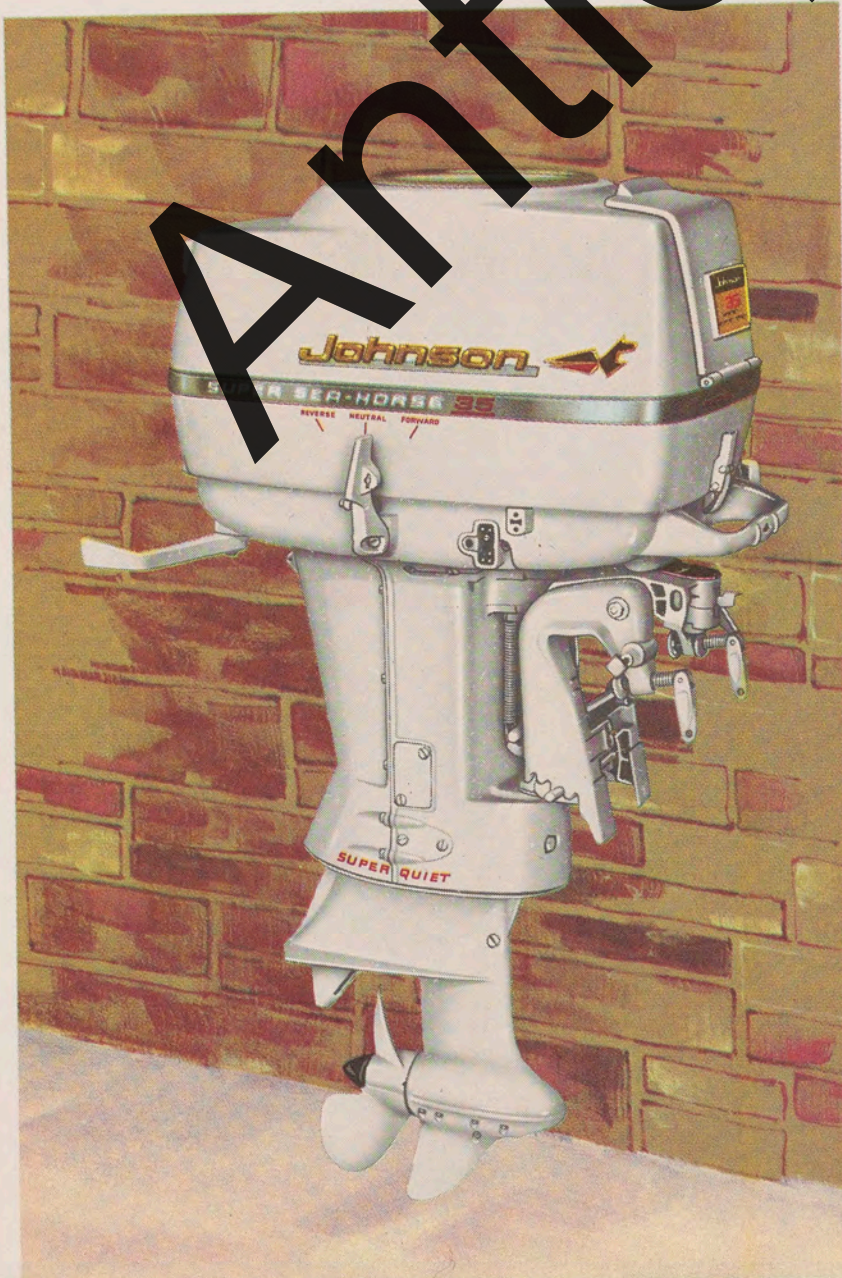
Super smooth is the word for the versatile Super Sea-horse 35 for 1959. Dynautical Design gives this outboard a classic appearance that will complement the styling of your boat. Johnson experience gives it engine characteristics that make it ideal for heavy loads . . . perfect for swift runabouts . . . choice for water skiing . . . and, in twin combination, a smooth power pack for cruisers.

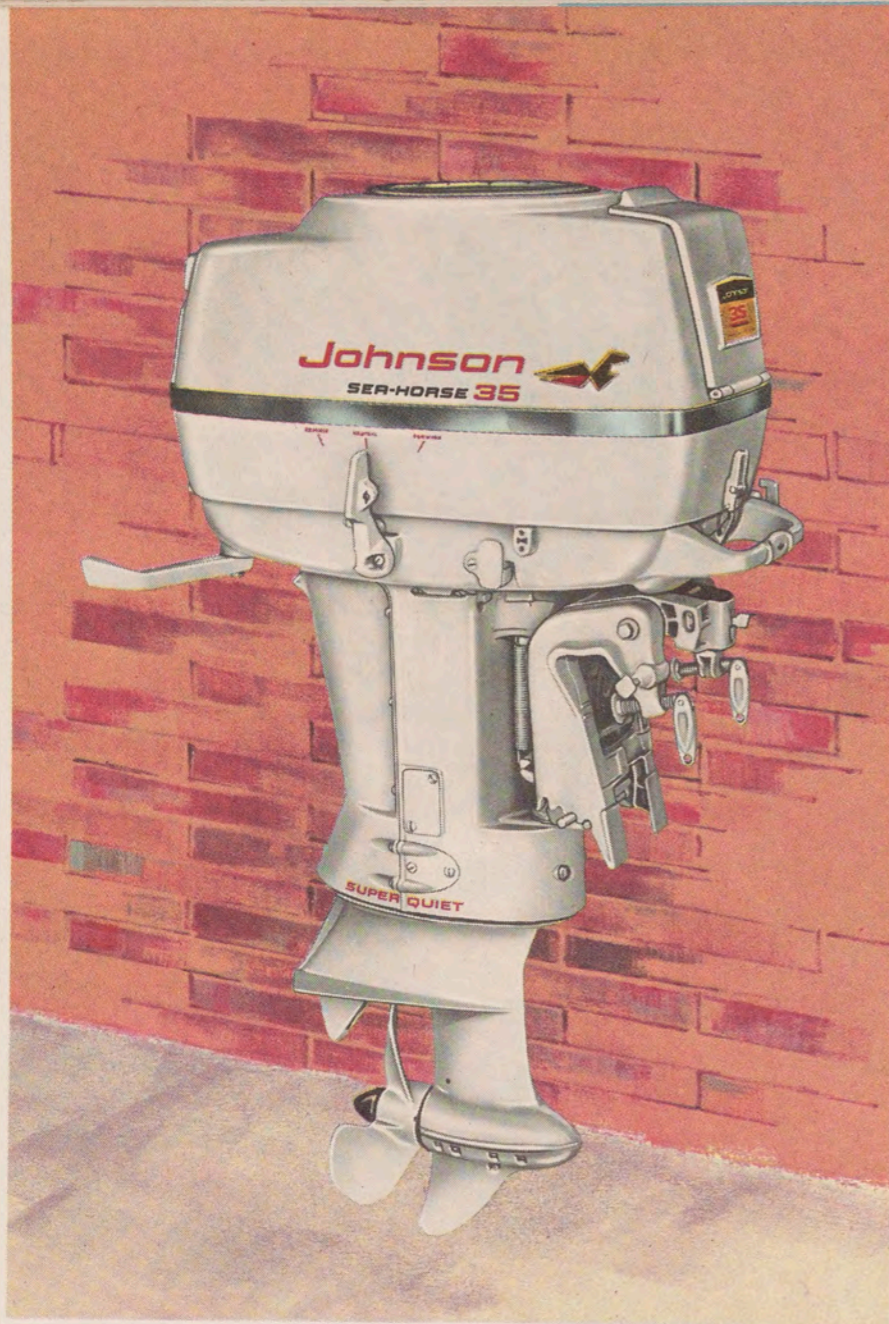
Every major convenience engineered into the big V-50 is also yours on the fabulous Super 35, from key-turn electric starting to the amazingly efficient silencing system.

Trim is in gold and warm new white, exactly matching its big brother. But handsome is as handsome does . . . you'll find this outboard a genuine pacemaker in performance! Fuel-saver throttle linkage for gas economy, thermostat-controlled cooling system for longer life, nylon pivot bearings for easy steering, complete corrosion protection . . . and many more dependability features make this superb outboard motor a favorite for all-family use.

SUPER SEA-HORSE 35 FEATURES

35 horsepower, certified by OBC at 4500 RPM • **Dynautical Design** • 40.5-cubic-inch piston displacement • Electric starting, with 3-position key switch • Fibreglas-reinforced plastic motor hood • Premium automotive paint • Complete super-silencing system • Thermostat-controlled cooling system • High-efficiency fuel pump • Automatic Fuel-Saver throttle linkage • Full gearshift • Slip-clutch propeller • Nylon pivot bearing for easy steering • Complete fresh and salt-water corrosion protection • Easy-access door for spark plugs • Water-proofed ignition system • Tilt locks for highway or water use • Built-in lifting ring • Fitted for 12-volt generator • Fitted for remote control • Complete with 6-gallon fuel tank





SEA-HORSE 35 FEATURES

35 horsepower, certified by OBC and 4500 RPM • **Dynaautical Design** • 40.5-cubic-inch piston displacement • Fibreglas-reinforced plastic motor hood • Premium automotive paint • Complete super-silencing system • Thermostat-controlled cooling system • High-efficiency fuel pump • Automatic Fuel-Saver throttle linkage • Automatic compression relief for easy starts • Full gearshift • Slip-clutch propeller • Nylon pivot bearing for easy steering • Complete fresh and salt-water corrosion protection • Easy-access door for spark plugs • Water-proofed ignition system with push-button shutoff • Tilt locks for highway or water use • Built-in lifting ring • Twist-grip speed control • Fitted for remote control • Complete with 6-gallon fuel tank

Dynaautical Design does the job when it comes to the lower-priced big Sea-horses, too! The Sea-horse 35 has the same classic styling as the Super, with chrome trim, and the same superior paint . . . and all the smooth, quiet and dependable performance plusses, also.

Manual starting is a cinch with an automatic compression relief system. Starts as easily as outboards half its size! Automatic fuel-saver gives you an *extra* gallon out of every five at cruising speeds. Commercial users, water skiers, and the economy-minded family will find this a rugged Sea-horse that has everything they need except the top price!

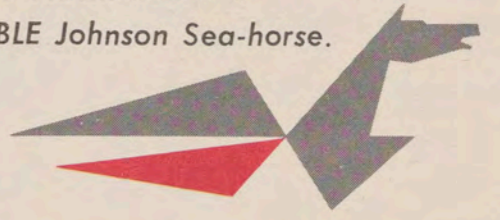
Long life and down-to-earth dependability are engineered into this outboard, just as they are in all Sea-horses. Check the list of top-value features below . . . and you'll see how Johnson gives you *more* of everything you need for carefree boating fun!



There is no substitute for a **DEPENDABLE** Johnson Sea-horse.



There is no substitute for a
DEPENDABLE Johnson Sea-horse.



SEA-HORSE 18 FEATURES

18 horsepower, certified by OBC at 4500 RPM • **Dynauctical Design** • 22-cubic-inch piston displacement • Fitted for key-switch electric starting as an optional accessory • Fiberglass-reinforced plastic motor hood • Premium automotive paint • Complete super-quiet system • Thermostat-controlled cooling system • Water-proofed ignition system with push-button shutoff • Full gearshift • Slip-clutch propeller • Complete fresh and salt-water corrosion protection • Sealed powerhead • Twist-grip speed control • Fitted for remote control • Complete with 6-gallon fuel tank

Johnson SEA HORSE 18

An electric-starting kit is available if you want key-turn starting for your Sea-horse 18.

You'll really appreciate the 1959 Sea-horse 18, a "fun" outboard for anyone because it's adaptable to any form of water sport or water work in the world! This is big-power performance at reasonable cost . . . a real value for the youthful water-skiing set, the houseboat family, or the fisherman who wants a little more power than most. It has the beauty and the brawn that only exclusive Dynauctical Design and Johnson experience can give you. Packed with big-motor features such as full gearshift, easy starting, slip clutch, super-quiet suspension drive and the new thermostat-controlled cooling system for smooth performance and longer engine life.



SEA-HORSE 10 FEATURES

10 horsepower, certified by OBC at 4500 RPM • Dynautical Design • 16.6-cubic-inch piston displacement • Fibreglas-reinforced plastic motor hood • Premium automotive paint • Complete super-quiet system • Thermostat-controlled cooling system • Water-proofed ignition system, with push-button shutoff • Full gearshift • Slip-clutch propeller • Complete fresh and salt-water corrosion protection • Sealed powerhead • Twist-grip speed control • Fitted for remote control • Complete with 6-gallon fuel tank

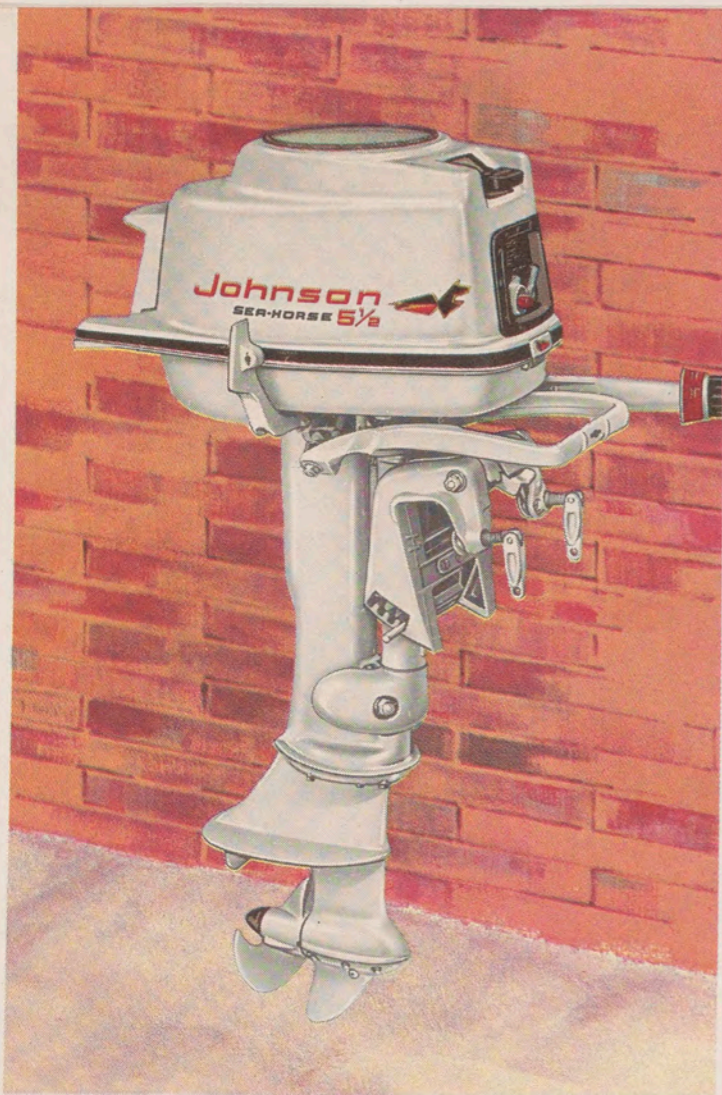


There is no substitute for a **DEPENDABLE Johnson Sea-horse.**

Pure white and pure pleasure is the handy Sea-horse 10, a true bonus motor for fishermen . . . from its mighty easy starting to its slow, smooth and quiet trolling ability. Only Johnson could perfect a big motor that throttles down so slow and purrs so smoothly. Want action? It'll hustle a fishing boat at better than 20 miles an hour! Want economy? Running full throttle, you'll get over four hours' running time from its six-gallon tank! And now the new thermostat-controlled cooling system brings the Sea-horse 10 a longer life and smoother performance! Want big-motor features? It has full gearshift, slip-clutch prop, super-quiet suspension drive, and a rugged fibreglas-reinforced plastic hood that is completely corrosion proof!

Johnson
SEA-HORSE 10





"None finer in its class" is the only way you can describe the rugged Sea-horse 5 1/2. Now, with Dynautical Design and the new thermostat-controlled cooling system, the favorite 5 1/2 looks better, and goes better, too! This was the pioneer of quiet outboards, and also the first small motor to offer every major big-motor advantage, such as full gearshift. Perfect for "carry-along" use on rental boats. Here's a fishing partner that'll make your hours on the water more enjoyable than ever before. Spend your time fishin', not fixin' . . . for the 5 1/2 is light enough to go anywhere, and known the world over for rugged Johnson dependability. It's the biggest little motor in the Johnson Flying White Fleet for 1959!



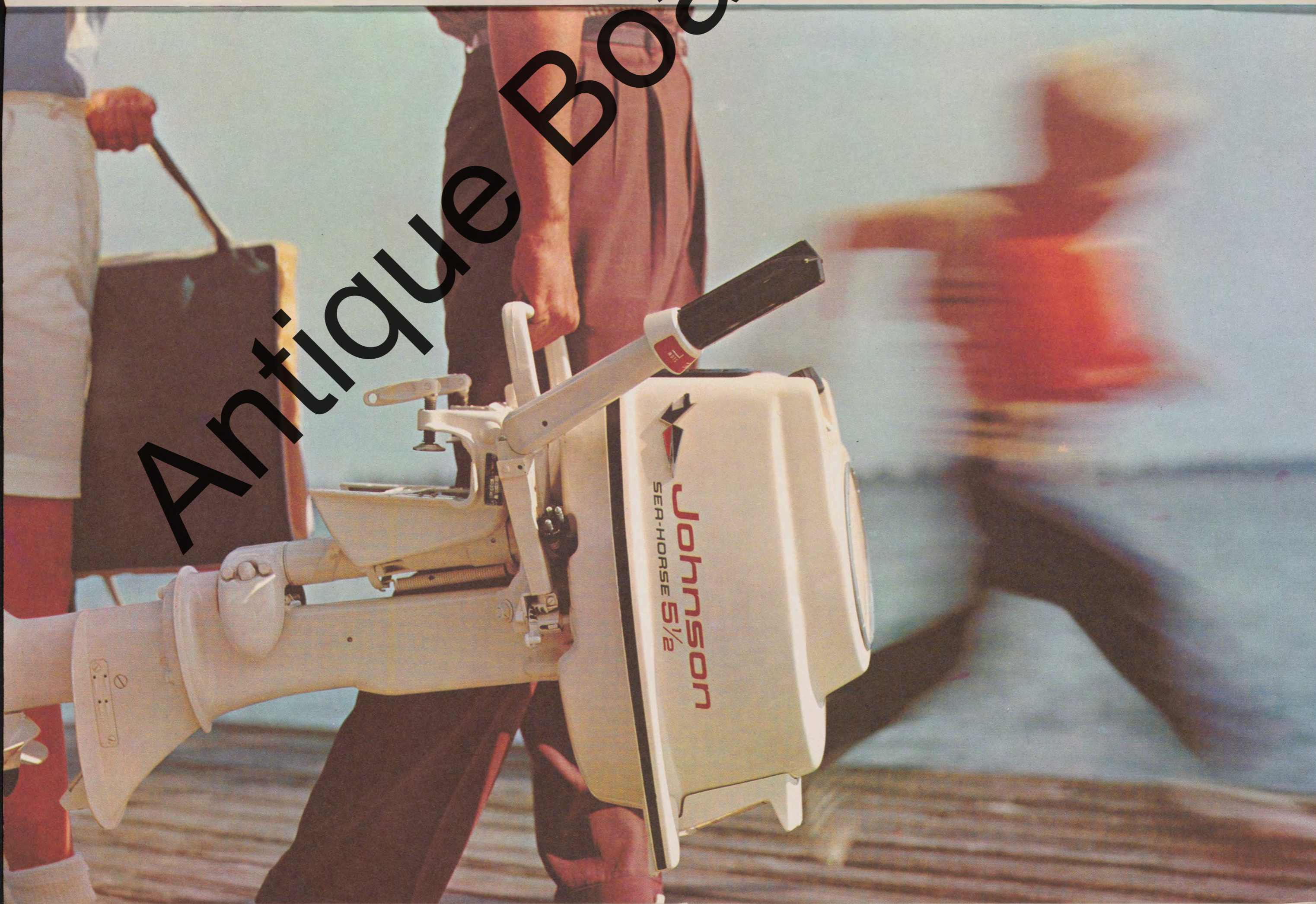
SEA-HORSE 5 1/2 FEATURES

5 1/2 horsepower, certified by OBC at 4000 RPM • Dynautical Design • 8.84-cubic-inch piston displacement • Fiberglass-reinforced plastic motor hood • Premium automotive paint • Complete super-quiet system • Thermostat-controlled cooling system • Full gearshift • Slip-clutch propeller • Complete fresh and salt-water corrosion protection • Sealed powerhead • Twist-grip speed control • Fittings for remote control • Complete with 4 1/4-gallon fuel tank

Johnson

SEA-HORSE 5 1/2

There is no substitute for a *DEPENDABLE* Johnson Sea-horse.



Antique Boat Museum



Johnson SEA-HORSE 3

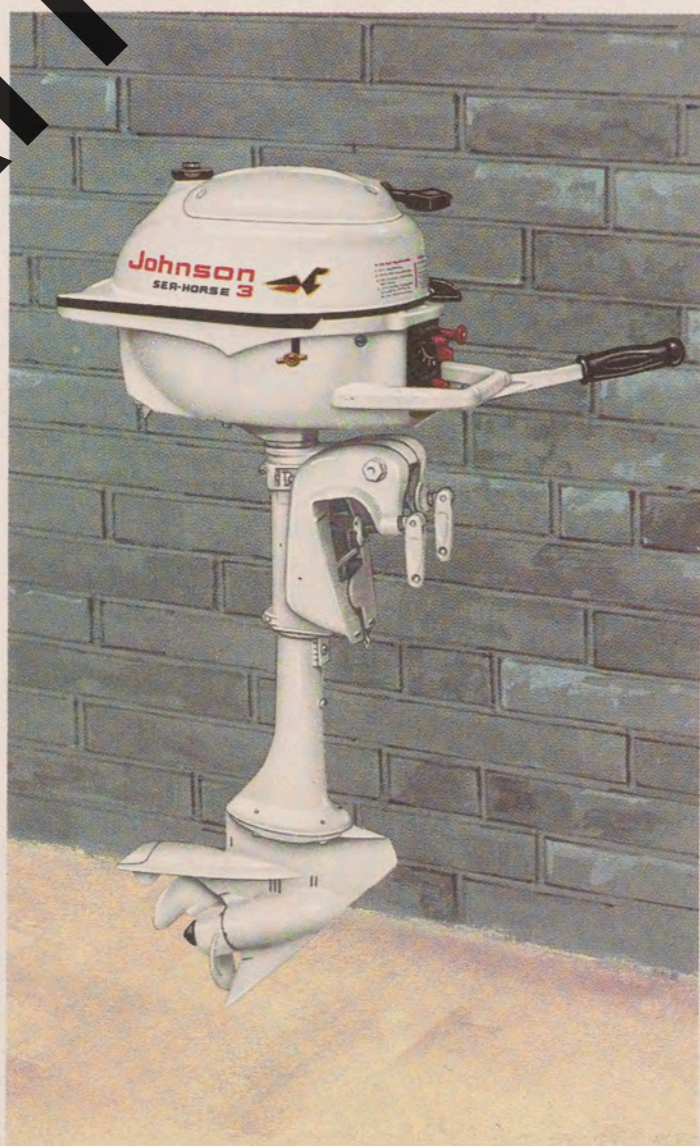
Stealthy as a smallmouth stalking a shiner, your rugged little Sea-horse 3 can sneak you in where the lunkers live. For this is the "littlest" Sea-horse, a jewel that you pack away in any corner of your car, that you can carry anywhere . . .

It weighs only 33¼ pounds! Best of all, it has Angle-Matic Drive, that lets you drive right through shallows, over the stumps and logs without a care, through water that will defeat any other outboard. It also has full-pivot reverse for maneuverability. You can use it on fishing skiffs, prams, canoes, car-toppers, dinghies, and it does a good job as an auxiliary for small and medium sailboats. Smooth, quiet performance and ruggedness have earned the little 3 a solid place in Johnson's Flying White Fleet for 1959!



SEA-HORSE 3 FEATURES

- 3 horsepower, certified by SBC at 4000 RPM • Dynamical Design
- 5.28-cubic-inch piston displacement
- Patented Angle-Matic Drive • Slip-clutch propeller protection • Weedless propeller • Balanced easy starting • Quiet gears • Air intake silencer • Smooth acceleration • Quiet trolling speeds • Full-pivot reverse
- Integral fuel system • Front carrying handle • Premium automotive paint • Rugged construction • Weighs only 33¼ pounds



There is no substitute for a
DEPENDABLE Johnson Sea-horse.

Johnson SEA-HORSE

FEATURES FOR 1959 . . .

Historical First Atlantic Ocean Crossing by Outboard!

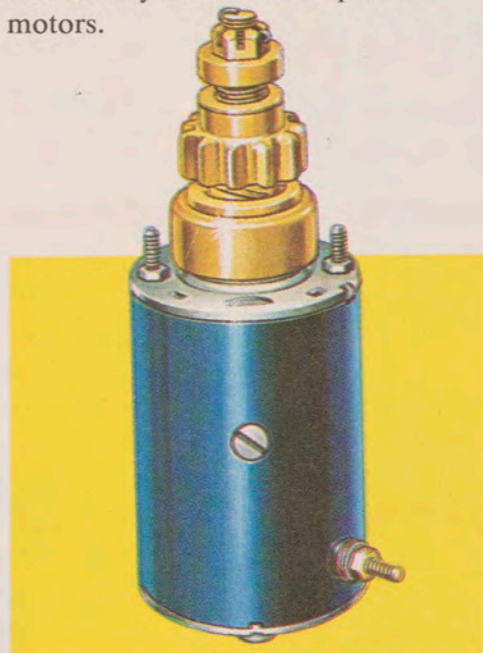


Positive proof of Johnson Sea-horse dependability was seen by the entire world last summer when this 22-foot Botved outboard cruiser, powered by twin 1958 production model Super Sea-horse V-50's crossed the hazardous North Atlantic from Copenhagen, Denmark, to New York City in 10 days and 12 hours. Both motors performed to perfection, completely free of failures of any kind. A mother ship accompanied the Coronet Explorer, and removed the little boat from the water when high winds and stormy seas threatened. Total hours at sea: 202. Total statute miles covered by the outboard: 3433.

This North Atlantic crossing by outboard was not intended to show boatmen that this is an easy or a logical trip to take . . . it was simply done to demonstrate the dependability and strength of the equipment.

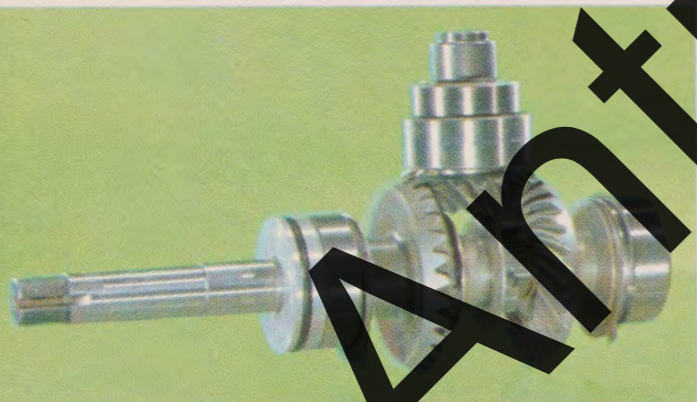
NEW ELECTRIC STARTING MOTOR

A much more powerful starting motor is used on all 35 and 50 horsepower Super Sea-horses. These new motors will crank easier, and for a much longer time, and they use considerably less battery current than previous motors.



PRECISION-ENGINEERED BEARINGS

Highest quality needle, roller and ball bearings are used on all critical moving parts of the Sea-horse V-50's. They are also used where practicality and smooth engine performance command in all other Johnson Sea-horses. This illustration shows the lower gear-case assembly with its stainless steel propeller shaft and quiet spiral bevel gears.



ALL Johnson Sea-horses are QUIET

Dynauctical Design includes engineering for quieter outboard motors every year . . . more and more engineering progress for your greater boating pleasure! All Sea-horses are inherently quieter than ever before, and each model is looked upon as a separate project in applying silencing techniques.

The V-50's and the 35's are virtually "floated" within the motor shell which acts as a giant air-intake silencer. Rubber seals are used wherever vibration and noise can escape. Spiral-bevel gears and special air-intake baffles reduce high-frequency noises. *Right to the water line*, these motors are DESIGNED for quiet operation! The Sea-horse 18, the 10 and the 5½ feature Suspension Drive which actually separates the motor from your boat, thus eliminating most objectionable noise and vibration. Hoods are sealed at all access doors and joints, and, in the case of 10 and the 18, special soft-rubber mounts isolate the hoods from the engine, thus preventing noise radiation.

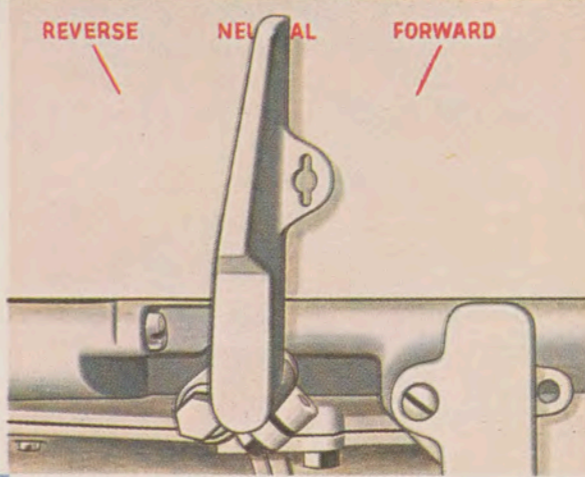
ALL Johnson Sea-horses are EASY to START

Just turn a key and the big electric-starting Sea-horses are ready for action. Just turn a key to stop. Simple as that, and now with a new starter motor, you'll be using less battery current than ever before, too!

The manual-starting V-50 is as easy to crank as a 35! And the manual 35 starts as easily as motors half its size! An automatic compression relief system does the job on these mighty 35's. Smaller Sea-horses are equipped with a large-diameter oval pulley to give you balanced-pull starting . . . smoother, quicker action!

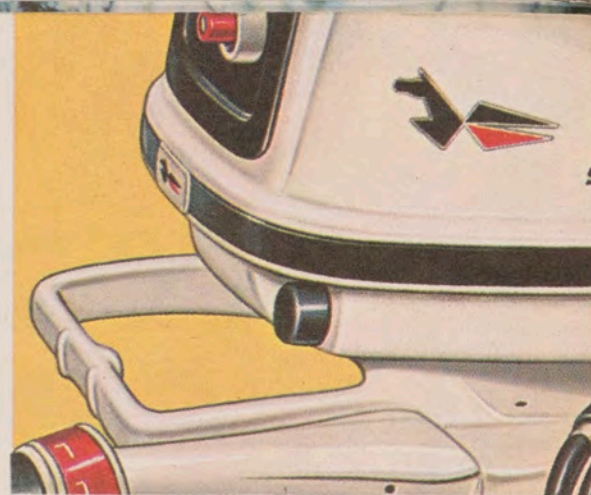
LONGER LIFE FOR SMALLER SEA-HORSES FOR 1959!

A thermostat-controlled cooling system now is built into the Sea-horse 18, 10 and 5½ horsepower motors, too! This means longer life, smoother engine performance regardless of outside water temperatures! Another plus when you buy exclusive Dynauctical Design and Johnson dependability!



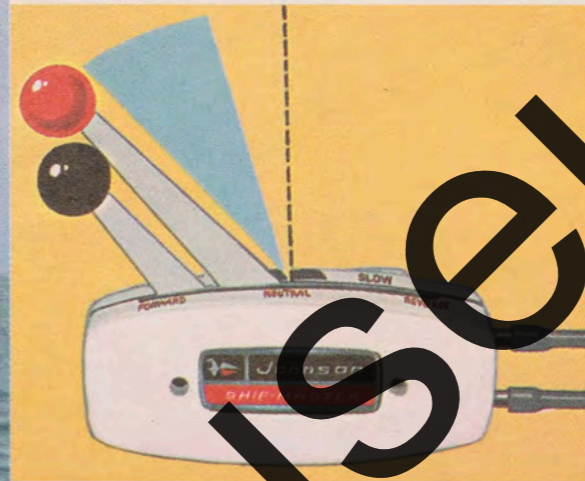
FULL GEARSHIFT

Drive your motor like you drive your car . . . with full gearshift, featured on ALL Johnson Sea-horses except the little Sea-horse 3. Positive, trouble-free neutral, forward and reverse positions give you the kind of convenience you need. The shift lever is engineered to fit Johnson's Ship-Master Remote Control Unit, which can be installed by you, or by any Johnson Dealer.



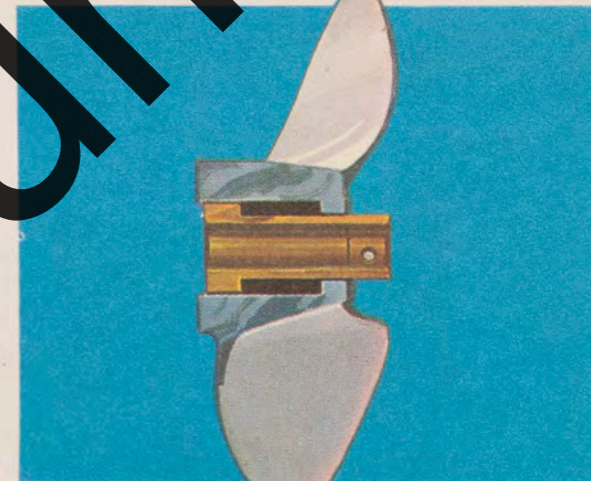
ELECTRIC STOP-BUTTON

Standard equipment on all manual-starting models of the Sea-horse V-50, 35, 18 and 10 horsepower motors is the stop-switch connected to the magneto. This is another safety feature which allows you to stop your motor *instantly* with a simple push-button switch. With an accessory cable, you can also mount this button on your dashboard right behind your steering wheel.



SAVE FUEL AUTOMATICALLY

You'll get more miles of cruising range with big Sea-horses this summer because a special throttle linkage built into both the V-50's and the 35's can save you 20% or more on fuel. Just ease the throttle back a little, and you're in "cruising range" where you'll *automatically* save one gallon in every five!



SAFETY-MASTER SLIP-CLUTCH

All Johnson Sea-horses are equipped with slip-clutch propeller protection. The shear-pin is now actually a drive-pin, eliminating a former outboarding nuisance.

This is another Johnson dependability feature that is of particular value to fishermen who must venture into shoal waters.



NEW LONG-LIFE COLORS

All Johnson Sea-horses for 1959 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!



MILE-MASTER FUEL SYSTEMS

All Sea-horses in the V-50 and 35 horsepower classes are equipped with suction-type fuel systems, complete with fuel pump, non-pressurized six-gallon tanks. Fuel lines have self-sealing, non-leaking connectors and may be unplugged at either the motor or the tank end.

The Sea-horse 18, 10 and 5½ have pressurized systems, the 18 and 10 with six-gallon tanks; the 5½ with a 4¼ tank. The Sea-horse 3 has an integral fuel system with capacity of 4.88 pints.

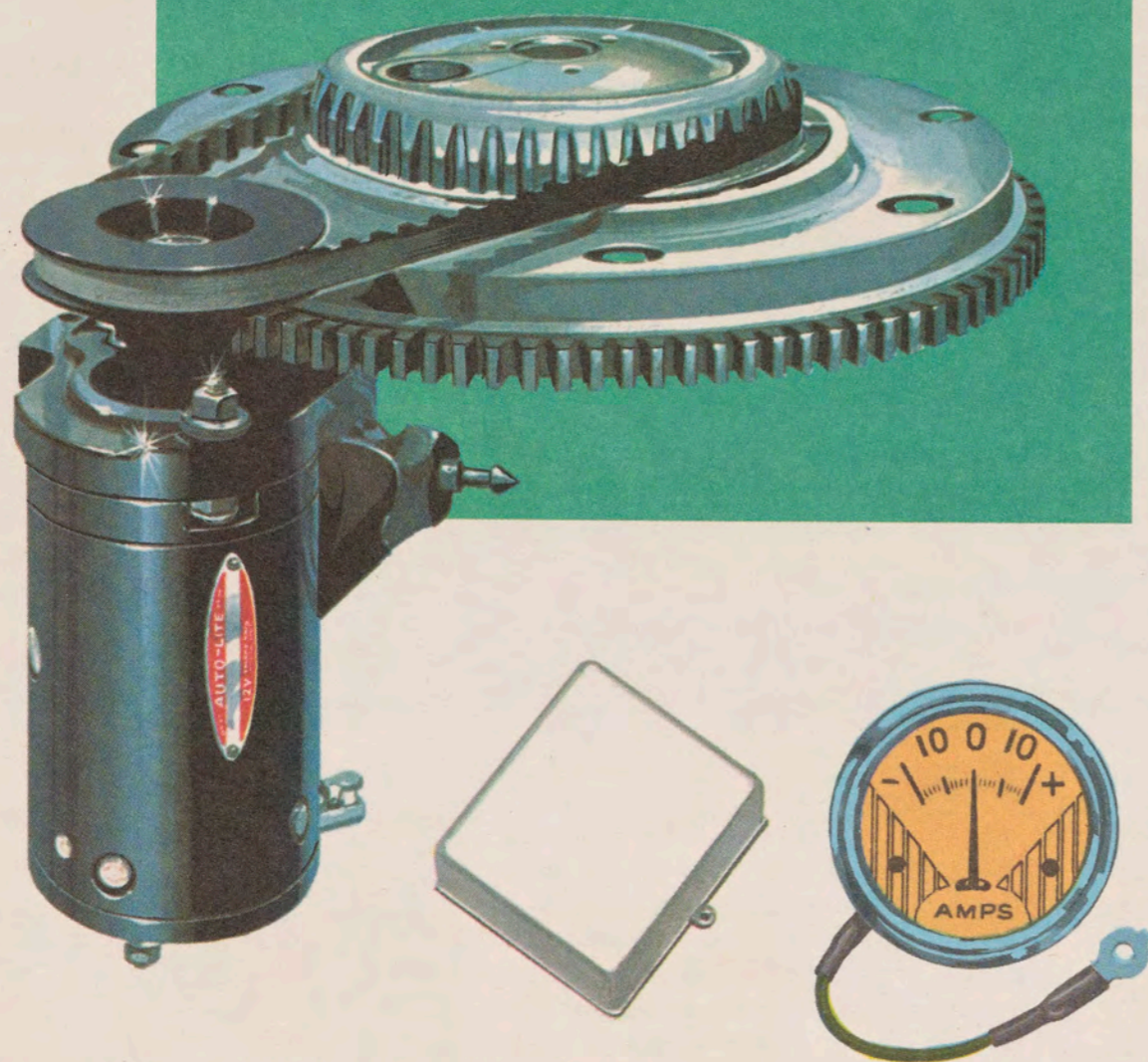
Fiberglas-Reinforced Plastic MOTOR HOODS

Sleek new 1959 motor hoods for all Johnson Sea-horses except the 3 are of highest-quality plastic material, reinforced with glass fibers. Appearance, lightness, strength and corrosion-resistance are the main advantages of the new Dynauctically Designed hoods.

The glass fibers used for reinforcing are much stronger than ordinary steel, two thirds the weight of aluminum and almost one fifth the weight of steel. The hoods have an amazing resistance to impacts due to its elasticity.

The new hoods are completely proof against any form of corrosion, salt or fresh water. They can withstand temperature changes with no visible or physical effect.

So, for 1959, and for a long time to come, your motor hood will look better and last longer, thanks to sound Johnson engineering and functional Dynauctical Design!



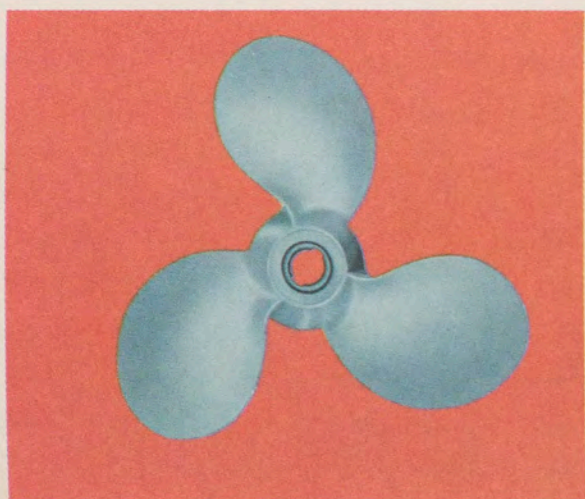
POWER MASTER GENERATOR KIT

Run your battery with a care! Use running lights, cabin lights, radios and other electrical equipment without worrying about the condition of your battery! Johnson's Power-Master Generator is an optional accessory for the Super Sea-horse V-50 and the Super Sea-horse 35. This is a high-output 12-volt unit that charges your battery very quickly. It is equipped with a fool-proof current and voltage regulator the same as your automobile. The ammeter, which fits right into your dashboard switch plate, is supplied also. New convenience . . . more boating pleasure . . . yours with the Johnson Power-Master Generator!

ELECTRIC STARTING FOR THE SEA-HORSE 18

For 1959, the Johnson Sea-horse 18 is equipped with ring gear on the flywheel for quick installation of an accessory electric starter motor assembly. This unit can be installed by any Johnson dealer in a matter of minutes to give you more convenience, more pleasure out of your dependable Sea-horse 18.

Johnson ACCESSORIES FOR 1959

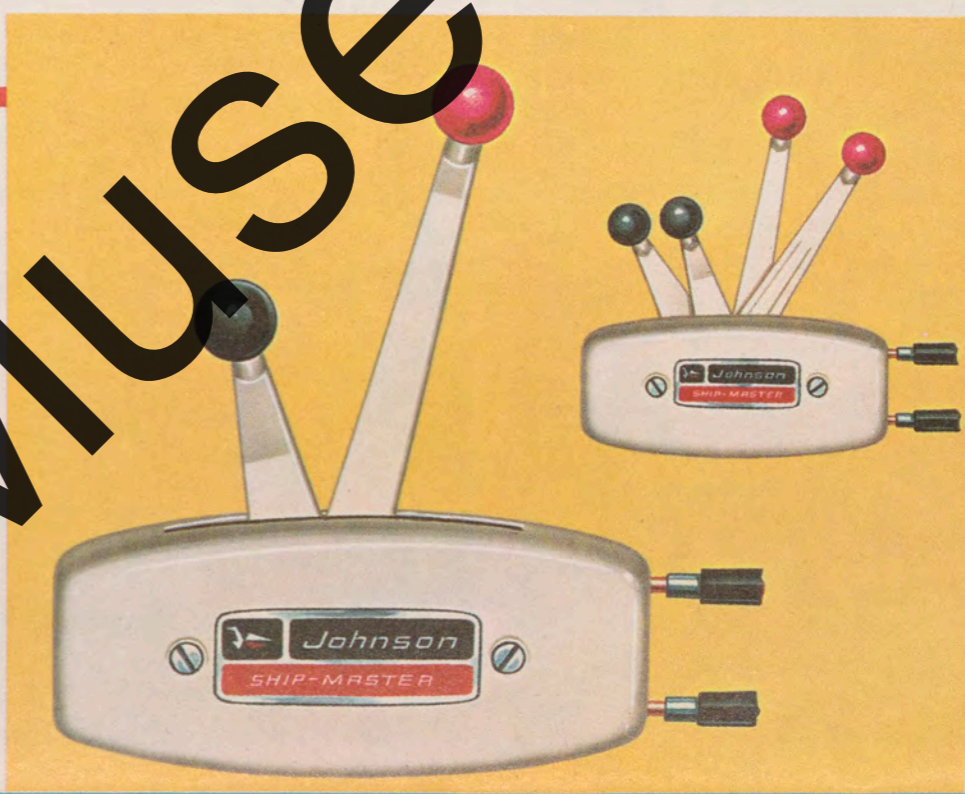


SHIP-MASTER REMOTE CONTROL

Have gearshift and throttle right at your finger tips for easier outboarding. Direct, positive action from Johnson's Ship-Master Remote Control unit. Rugged and corrosion resistant. Available also as a dual-control for twin-motor operation.

OPTIONAL PROPELLERS FOR 35 HORSEPOWER SEA-HORSES:

See your Johnson dealer for recommendation on propellers designed for either continual light or heavy-load conditions.
Super Sea-horse 35 and Sea-horse 35: 10 3/8" by 11 1/2" and 10 3/8" by 12 1/4".



TRANSOM PLATES

Sturdy cast-aluminum transom plates are available to fit all Johnson Sea-horses and to protect your transom as well as to hold your motors securely. Two models, one including a bracket for properly attaching remote control cables and the other, a more simplified version.

STEERING HANDLE

Super Sea-horse V-50 and the Super Sea-horse 35, are not equipped with steering handles, since they are electric-starting motors intended for remote control. Easily installed white handles are available.

CHROME-PLATED PUMP HOUSING

For use in sandy or silt-laden water, a chrome-plated pump housing is available. Chrome-plated brass for long life and freedom from salt-water corrosion.

TWIN-SWITCH PLATE

Chrome-plated stainless steel is used in this choke and start dashboard mounting for twin motors. Used on Super Sea-horse V-50, Sea-horse V-50, Super Sea-horse 35, Sea-horse 35, and electric-starting Sea-horse 18.

Johnson FUEL-MASTER SYSTEM

JOHNSON FUEL-MASTER SYSTEMS

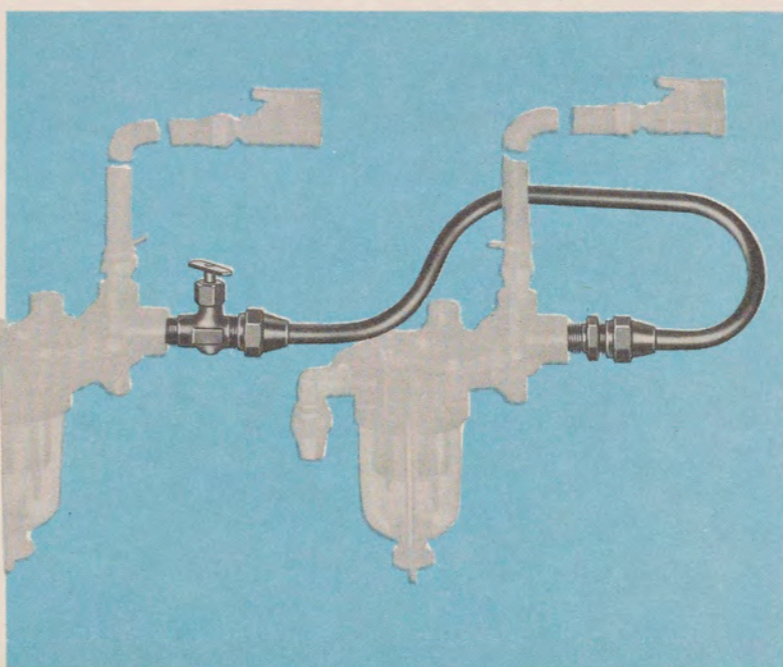
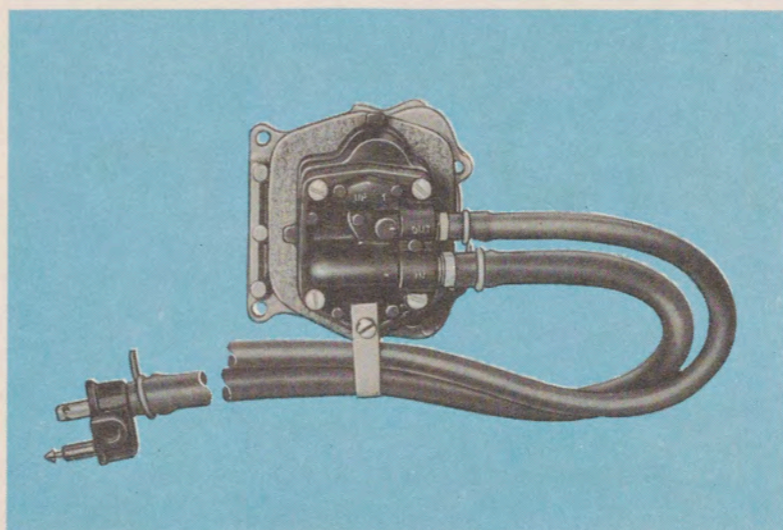
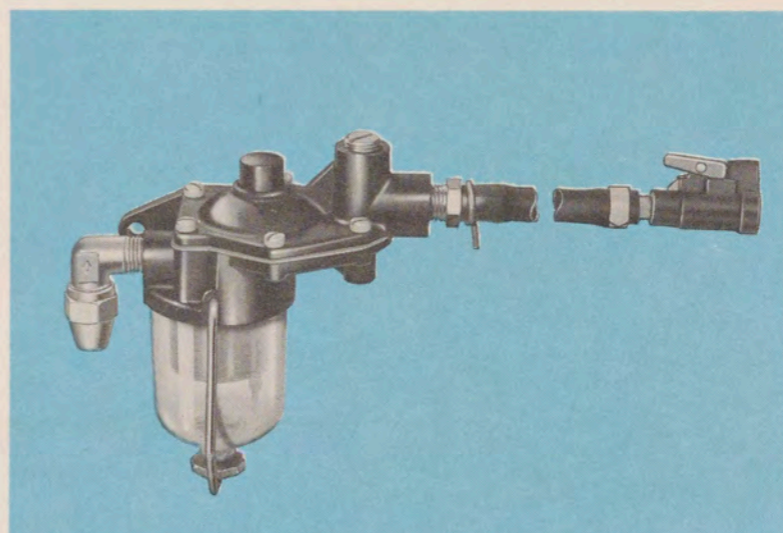
For the skipper who wants greater cruising range, and permanently installed non-pressurized fuel tanks. Ideal for the larger utilities, day cruisers and outboard cabin cruisers.

Fuel-Master for Super Sea-horse V-50, Sea-horse V-50, Super Sea-horse 35 and Sea-horse 35: This kit includes filter-primer unit, with mounting flange, all fittings, single fuel line and connectors. No fuel pump is needed with this kit, since the pump is already built into the above motors. **TANKS ARE NOT INCLUDED.**

Sea-horse 18 (manual or electric-starting): This kit includes everything listed above, plus a diaphragm-operated fuel pump.

Sea-horse 10: Kit includes everything listed above except primer pump. This system is designed particularly for the Sea-horse 10 being used in conjunction with a larger engine already using the complete Fuel-Master System.

Twin-Motor Kit: Applies to all models except the Sea-horse 3 and 5 1/2. When installing Fuel-Master System for twin engines, use one kit for each engine, and the twin-motor kit that includes one fuel line assembly, one shut-off valve and one half-union.



Send for free accessory folder and price list—or see your Johnson dealer for complete information on genuine Johnson accessories.

SEA-HORSE SPECIFICATION CHART

	SUPER SEA-HORSE V-50 ELECTRIC STARTING 50 H.P. @ 4500 R.P.M.	SEA-HORSE V-50 MANUAL STARTING 50 H.P. @ 4500 R.P.M.	SUPER SEA-HORSE 35 ELECTRIC STARTING 35 H.P. @ 4500 R.P.M.	SEA-HORSE 35 MANUAL STARTING 35 H.P. @ 4500 R.P.M.
BRAKE H.P. CERTIFIED BY O.B.C.	50 H.P. @ 4500 R.P.M.	50 H.P. @ 4500 R.P.M.	35 H.P. @ 4500 R.P.M.	35 H.P. @ 4500 R.P.M.
R.P.M. RANGE	4000-5000	4000-5000	4000-5000	4000-5000
PISTON DISPLACEMENT	70.7 cu. in.	70.7 cu. in.	40.5 cu. in.	40.5 cu. in.
BORE AND STROKE	Bore 3"—Stroke 2½"	Bore 3"—Stroke 2½"	Bore 3⅜"—Stroke 2¾"	Bore 3⅜"—Stroke 2¾"
NUMBER OF CYLINDERS	4	4	2	2
GEAR RATIO	17:29	17:29	12:21	12:21
DRIVE	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse
SPEED CONTROL	Emerg. Throttle	Twist-Grip Control	Emerg. Throttle	Twist-Grip Throttle
PERFORMANCE	Perfect for medium and heavy cruisers, medium and heavy runabouts, big utilities, light cruisers and medium-sized offshore boats. Water skiing. Heavy-duty commercial craft.	Perfect for medium and heavy cruisers, medium and heavy runabouts, big utilities, light cruisers and medium-sized offshore boats. Water skiing. Heavy-duty commercial craft.	Single or in twin combination for cruisers, medium to heavy runabouts, utilities and day cruisers. Water skiing. Heavy-duty commercial craft.	Single or in twin combination for cruisers, medium to heavy runabouts, utilities and day cruisers. Water skiing. Heavy-duty commercial craft.
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
AVERAGE FULL-SPEED RUNNING TIME PER TANK	1 hr.	1 hr.	1½ hrs.	1½ hrs.
WEIGHT { 1—STANDARD 2—LONG 3—FUEL TANK	1—215 lbs. 2—218 lbs. 3—13 lbs.	1—207 lbs. 2—210 lbs. 3—13 lbs.	1—136 lbs. 2—138 lbs. 3—13 lbs.	1—128 lbs. 2—130 lbs. 3—13 lbs.
STERN HEIGHT { 1—STANDARD; 2—LONG	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"
PROPELLER	3-blade rubber-floated aluminum, 12⅞" dia., 14" pitch	3-blade rubber-floated aluminum, 12⅞" dia., 14" pitch	3-blade rubber-floated aluminum, 10⅞" dia., 13¼" pitch	3-blade, rubber-floated aluminum, 10⅞" dia., 13¼" pitch
SILENCING METHOD	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers	Suspension drive, underwater exhaust, exhaust relief silencer, quiet gears, super-quiet fiberglass-reinforced plastic covers
	SEA-HORSE 18	SEA-HORSE 10	SEA-HORSE 5½	SEA-HORSE 3
BRAKE H.P. CERTIFIED BY O.B.C.	18 H.P. @ 4500 R.P.M.	10 H.P. @ 4500 R.P.M.	5½ H.P. @ 4000 R.P.M.	3 H.P. @ 4000 R.P.M.
R.P.M. RANGE	4000-5000	4000-5000	3500-4500	3500-4500
PISTON DISPLACEMENT	22 cu. in.	16.6 cu. in.	8.84 cu. in.	5.28 cu. in.
BORE AND STROKE	Bore 2½"—Stroke 2¼"	Bore 2½"—Stroke 1⅞"	Bore 1⅜"—Stroke 1½"	Bore 1⅜"—Stroke 1½"
NUMBER OF CYLINDERS	2	2	2	2
GEAR RATIO	15:26	15:26	15:26	17:28
DRIVE	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Gearshift—Neutral, Forward, Reverse	Full Pivot Reverse
SPEED CONTROL	Twist-Grip Throttle	Twist-Grip Throttle	Twist-Grip Throttle	Synchronized Spark and Throttle
PERFORMANCE	Twin combination for light cruisers and medium runabouts . . . single on light to medium 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 utilities, skiffs, dories, dinghies, large canoes, auxiliary for sailboats, and other craft.	Dinghies, fishing boats, children's craft, any canoes, auxiliary power.
FUEL CAPACITY	Separate 6-gallon Mile-Master System	Separate 6-gallon Mile-Master System	Separate 4¼-gallon Mile-Master System	4.88 pints
AVERAGE FULL-SPEED RUNNING TIME PER TANK	2½-3 hrs.	4 hrs.	4 hrs.	1 hr.
WEIGHT { 1—STANDARD 2—LONG 3—FUEL TANK	1—77 lbs. 2—77 lbs. 3—13 lbs.	1—67 lbs. 2—68½ lbs. 3—13 lbs.	1—55½ lbs. 2—56½ lbs. 3—10 lbs.	1—33¼ lbs. 2—33¼ lbs. 3—Part of motor
STERN HEIGHT { 1—STANDARD; 2—LONG	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"	1—15" 2—20"
PROPELLER	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., 7¼" pitch	2-blade aluminum, brass bushed, weedless, 6⅞" dia., 6¼" pitch
SILENCING METHOD	Suspension drive, intake silencer, rubber suspended sealed fiberglass-reinforced plastic covers, underwater exhaust, exhaust relief silencer, quiet gears	Suspension drive, intake silencer, rubber suspended sealed fiberglass-reinforced plastic covers, underwater exhaust, exhaust relief silencer, quiet gears	Suspension drive, intake silencer, rubber suspended sealed fiberglass-reinforced plastic covers, underwater exhaust, exhaust relief silencer, quiet gears	Intake silencer, underwater exhaust, partial exhaust relief silencer, quiet gears



. . . It's YOURS when you buy a Johnson Sea-horse!

SERVICE is part of the dependability that is built into every Johnson Sea-horse. When you become a Sea-horse owner, you are automatically backed by a service team that is unexcelled in the marine industry. In 1959, Johnson will build and sell its TWO MILLIONTH outboard motor . . . and sound, factory-trained service has contributed immeasurably to this unmatched customer-preference record!

Your Johnson dealer can help you from your very first day in the fun of boating . . . with solid advice, and year-after-year service. Dealers, 4000 of them, plus 1300 Master Service Stations, stand ready to help you. This is important in boating. This is a plus that only Johnson can give you. Remember, there is absolutely no substitute for a Johnson Sea-horse, and no substitute for the kind of service that Johnson Dealers are prepared to give you.



Antique Boat Museum



FIRST IN DEPENDABILITY...

Johnson

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