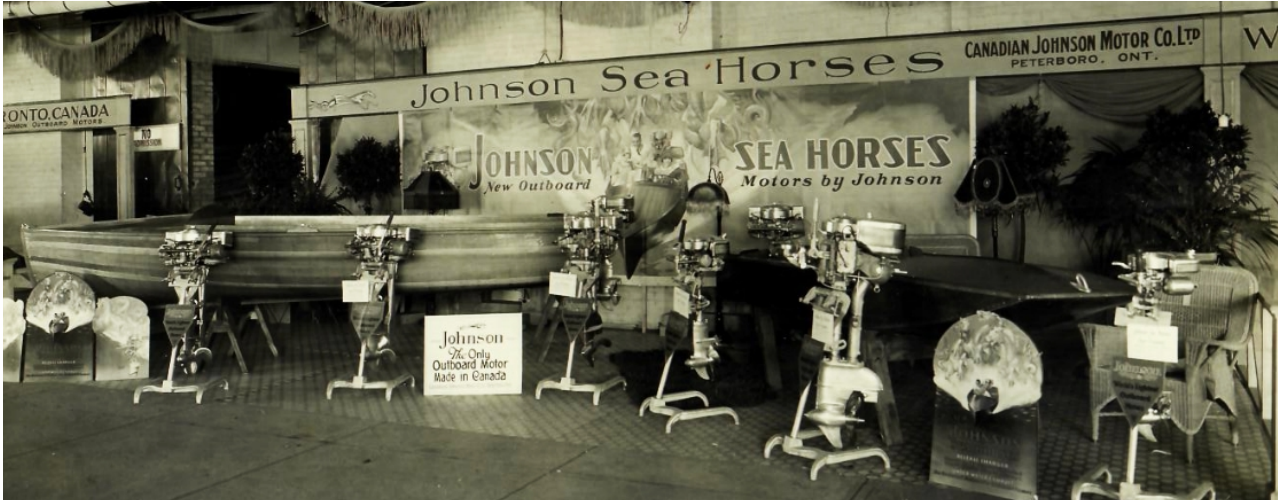


Outboard Motor Dealer & Manufacturer Displays

Photos: Ken Kirk Collection



1929 Canadian Johnson Motor Co. display in Toronto proclaiming “THE ONLY OUTBOARD MOTOR MADE IN CANADA”



1946 Montreal Evinrude Dealer's display featuring the 50 hp “Big Four” and showing out front a 1909 Evinrude Row Boat Motor declaring, “WE'RE NOT NEW IN THE LINE”.

Con'd Outboard Motor Dealer & Manufacturer Displays



Early 1950's Outboard Marine display in Toronto showing Johnson, Evinrude and Elto Outboards as well as Lawn-Boy power mowers. The theme, OUTBOARD MOTORS AT WORK AND AT PLAY.

Lauson Outboard display at the 1952 New York Boat Show. Making the key points of difference. "4 CYCLE", "BETTER BY FAR BECAUSE IT'S BUILT LIKE A CAR", "NO MIXING OF OIL AND GAS".



1930 Perfection Motor Co. exhibit of Johnson outboards in Montreal. The display featured Johnson powered race boats and showed the many trophy's Johnsons had won. Electric starting Johnsons were also introduced, "CERTANTY AND EASE OF AUTOMOBILE STARTING".

