



Most important, the Seagull is a developed engine, not something "startlingly new" in a glamorous box. An engine cannot successfully be developed unless, like the Seagull, the basic design, the original idea, was right.

Development means more of everything: more reliability . . . more simplicity . . . more lightness . . . more compactness . . . more power.

How do these qualities fit in with the sailing man's requirements:

RELIABILITY. The Seagull will **always** start, even after long periods, even weeks, of idleness, for Seagull Instarter Magnition System ensures normal, first-pull starting. The engine can be relied on to spring to life when most urgently needed . . . AND run for days if need be, as long as it has its "food and drink."

SIMPLICITY. What isn't there can't go wrong. How true? Simplicity is the result of good design: it is also the result of years of painstaking development. What other engine can you dismantle completely with a spanner and a screwdriver?—Not that you will ever need to do it—Simplicity is the parent of compactness and lightness.

The Seagull has no unnecessary frills—no recoil starter—which means that it can be started from any position, front, side or even from behind . . . an important point in an auxiliary motor, for auxiliary outboard motors are fitted in all sorts of queer places, on the quarter, beside the cockpit, or even in a well. Multi-directional starting is indispensable—only Seagull has the complete answer . . . **SIMPLICITY.**

LIGHTNESS. As better materials and better manufacturing methods become available we have used them—Result—Saving in weight. Any Seagull, even the most powerful—capable of pushing a 25-footer—can be lifted in one hand . . . ideal for the sailing man! Easily switched from one boat to another.

COMPACTNESS. Over years of development the Seagull has become smaller . . . it is a tiny engine, yet performs like a giant—just the thing for the sailing boat . . . unobtrusive, can be stowed away in the stern locker or under a thwart, no-one would know it was on board—until wanted.

POWER. Development is nothing more nor less than a struggle for power. First and last an engine is a producer of **power.**

More than any other outboard the Seagull produces:

More power per pound weight

More power per pint imperial

More power per £1 sterling

Seagull engines are lighter, smaller, more powerful, more economical, more reliable and cost less to buy than any other motor of equivalent thrust . . . the ideal auxiliary . . . and, moreover, one which a girl can carry, start and run.



BRITISH SEAGULL

"The best Outboard Motor for the World"

THE BRITISH SEAGULL COMPANY LIMITED, FLEETS BRIDGE, POOLE, DORSET. TEL: POOLE 2651

Wind Force '0'... for Sailors... it's Simple ... it's Seagull



When you come to think of it, it's not surprising that British Seagull provides so successfully for the needs of sailing folk. The founder of the Company himself sailed a dinghy almost as soon as he could walk. Not only does he still sail, but what is more important, he still makes Seagull engine design and development his personal responsibility.

We think sailing makes the best seaman, and most of our folk, men and women, will be found afloat, whenever they get the chance, handling anything from the most exacting class dinghy to bigger craft of all kinds.

Small wonder, therefore, that they are our severest critics, and our engines just have to fill their bill . . . and they do!

Seagull outboard motors are built by the sea, for the sea; by seamen, for seamen.

Why this emphasis on the sailing man? What does he want with an engine?

The need to conform to tight programmes, ever more congested anchorages, and the fact that time and tide (thank goodness) wait for no man, all tend to limit sailing.

In fluky weather the risk of being unable to make base on time may well deter the sailing man from going to sea at all; but, and here's the point, with a handy auxiliary engine on board—perish the thought of hanging on the moorings, the motor will bring him home.

More often than not, things turn out better than expected: the engine remains stowed, but the very fact that it was there, if needed, ensured a good sail.

Except in the smallest racing dinghies the days of motorless sailing are over; yet many yachtsmen hesitate to fit a motor. The immense growth and popularity of the racing dinghy, everywhere, has bred a generation of helmsmen who will tolerate no boat that does not handle like a witch.

The same movement has improved the breed right down the line, the days of the clumsy knockabout are numbered. The bigger day boat, the half decker, and "the sailing boat with a lid," all must have that magic touch, the hall mark of good design in hull and equipment, and that responsiveness born of meticulous attention to detail and saving of weight, a few ounces here, a pound there. All of these things add up to the thoroughbred instantly responsive to the merest touch in a breeze, and yet—able to ghost in the lightest of zephyrs.

Why ruin such a masterpiece . . . why condemn it for ever to carry a lump of metal—an inboard engine—and to drag a propeller . . . sacrilege which no-one who has sailed a winner would tolerate.

Why should he?

Our people don't . . . they carry a Seagull.

Just why is a Seagull so right for the sailing man? It is difficult to know where to begin, its good points tumble over themselves:



(CONTINUED ON BACK COVER)

British Seagulls

FAMOUS LIGHT-WEIGHT SINGLES for AUXILIARY SERVICE



The little engine is readily attached to a small sailing boat

this unit is the addition of a special bracket which can replace that normally found on outboards. As illustrated here this bracket can be readily adapted to different hulls and allows of the engine being unshipped without disturbing the mounting. Alternatively the normal fitting permits of the engine being tilted clear of the water.

Developing $3\frac{1}{2}$ to 4 h.p. and weighing 34lb., the British Seagull is essentially a heavy-duty service engine of robust construction and high quality. It is available

with or without a clutch—a thoroughly tested and simple positive dog-type mechanism of great value when moving in a crowded anchorage.

For Auxiliary Service

In order to suit craft of up to 4 tons the engine is designed to swing a larger propeller than is usually found on small outboards. A large water-cooled silencer is fitted to ensure reasonable quietness under full load.

Great care has been taken to ensure freedom from petty troubles, while particular attention has to be paid to starting and control. The carburettor is easy to adjust, and as it is situated below the crankcase the chance of difficult starting due to crankcase flooding is eliminated. Fuel consumption at normal speed is about $2\frac{1}{2}$ hours for a gallon.

Further details may be obtained from the British Seagull Co., Ltd., Seagull House, Hamilton Road, Hamworthy, Poole, Dorset.

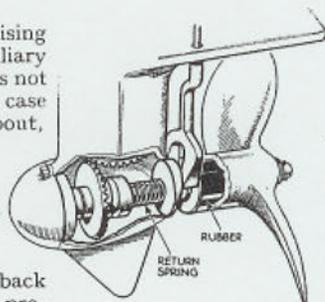
IN these days when all cruising yachts are fitted with auxiliary power as a matter of course it is not surprising to find that even in the case of the open day boat, or knockabout, there is a movement in the same direction.

With the growth of week-end cruising time has become an important factor in our calculations. To be able to sail any distance and to be sure of getting back to our mooring according to programme we cannot depend on sail alone. We must be able to turn on the engine if wind and tide are against us.

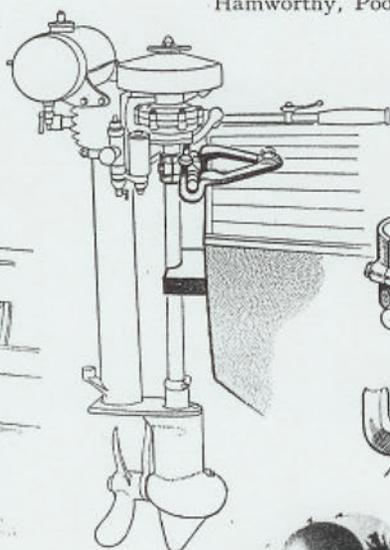
Now in the case of the small knockabout there is much to be said for the employment of an outboard motor for auxiliary power since not only does it take up no valuable space, but being detachable it does not impair the sailing qualities of the boat. It can be stowed or left tilted when not in use.

It is largely with a view to catering for this type of craft that the British Seagull has been developed. This 3 h.p. outboard has remained basically unchanged for several years, for the manufacturers have concentrated on producing a high-quality dependable unit of sufficient power to meet this service.

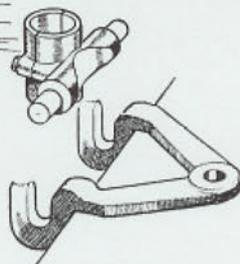
A particularly interesting feature of



(Left) The clutch layout



(Left) Two methods of employing the Seagull bracket on sail boats



No changes are noticeable in the new Seagull outboard

