

# Sears WATERWITCH OUTBOARD MOTORS

HORSEPOWER CERTIFIED BY  
NATIONAL OUTBOARD ASSOCIATION

**\$53<sup>45</sup>**  
Cash  
3½-H.P.  
Single

\$5 DOWN

**\$73<sup>95</sup>**  
Cash  
5¾-H.P.  
Twin

\$7 DOWN

## De Luxe Single or Twin Cylinder Motors

- New, quicker "getaway" with perfected "Auto-Wind" starter.
- Quieter operation because of a new silencer on the intake. The exhaust tube runs farther under water . . . quiets motor, relieves back pressure and gives greater power.
- "Automatic Shear Pin" built into propeller—releases propeller when obstruction is hit—re-sets itself when clear.
- Lighting coils built into magneto, with plug-in to permit attachment of spotlight or running lights . . . another mark of Sears leadership.
- "Dead Center" steering keeps boat on course without your attention.
- Motors fully enclosed . . . Streamlined design—more beautiful than ever.
- "Single" develops full 3½ N.O.A. Certified Brake H.P. at 3600 R.P.M.
- "Twin" develops full 5¾ N.O.A. Certified Brake H.P. at 3400 R.P.M.

Why not "take it easy" . . . really enjoy those outings on lake or river? You can depend on Waterwitch, built according to Sears high standards of quality. Now, the 1941 Waterwitch brings you a finer motor than ever before. We believe it's the greatest outboard on the market for your money! It starts easier, idles smoother, is quieter in operation and provides more flexible power to meet every emergency. For use on rowboats, dinghies, canoes.

You'll look in vain for features like these on motors at anywhere near Sears prices: Perfected "Auto-Wind" starting, quiet operation, lighting coils in magneto and plug-in to receive spotlight or running light, automatic shear pin in propeller shaft, fully enclosed motor for safety and beauty. Check the features above with the equipment described below; then compare horsepower and prices. You'll find the 1941 De Luxe Waterwitch brings you more for your money! It has new Tillotson float feed carburetor with automatic throttle control . . . provides instant starting. All controls are grouped on instrument panel; you see only one simple lever to regulate speed. Foolproof, trouble-free pump cooling system. "Dead Center" steering device steers ahead when steering handle is released! Underwater parts are Alrok finished to prevent salt water corrosion. Unbreakable cadmium plated stern bracket with wing nuts drilled to take long shank, theftproof bicycle lock! **Specifications: Transom height, (vertical distance from stern bracket to waterline), 14 inches. Gasoline tank capacity, 7 quarts. Single cylinder model runs 3½ to 4½ hours—Twin runs 2 to 3 hours on one tank of fuel, depending on speed.**

### Waterwitch De Luxe 3½-H.P. Single

For row boats, light runabouts. 2-port type; bore, stroke, 2¼ x 1½-in. Weight, 44 lbs. Shipping weight, 64 pounds.

6 HM 5823—Cash . . . . . **\$53.45**  
On Terms, \$5 Down, \$5 Mo. . . . . **\$58.35**

### Waterwitch De Luxe 5¾-H.P. Twin

For heavy rowboats, runabouts. Opposed cylinders fire together. Bore and stroke, 2¼ x 1½-in. Wt., 58 lbs. Shpg. wt., 98 lbs.

6 HM 5824—Cash . . . . . **\$73.95**  
On Terms, \$7 Down, \$7 Mo. . . . . **\$80.50**

### Boat Spotlight—Throws Powerful 400-ft. Beam

**\$149**

Moves  
in Any  
Direction

For use with motors 6 HM 5820, 6 HM 5823 and 6 HM 5824 with plug-in sockets. 4-in. reflector. Chrome plated bezel, bracket and clamp screws. Swivel mounting. Height, about 6½ in. With 6-ft. cord and plug. Bulb not included.

6 H 5869—Shpg. wt., 1 lb. 2 oz. . . . . **\$1.49**

6 H 5874—Plug only. To fit socket on motors 6 H 5820, 6 H 5823 and 6 HM 5824. Shpg. wt., 4 oz. . . . . **10c**

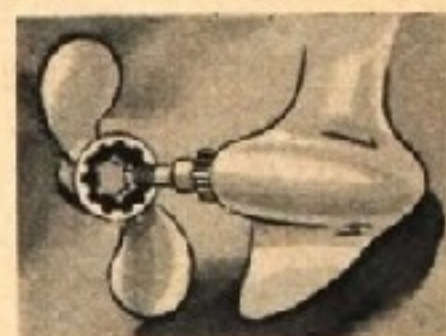
Bulb for Above Spotlight—Use with all motors having light coil. Shpg. wt., 4 oz.

20 H 4602—Each . . . . . **8c**

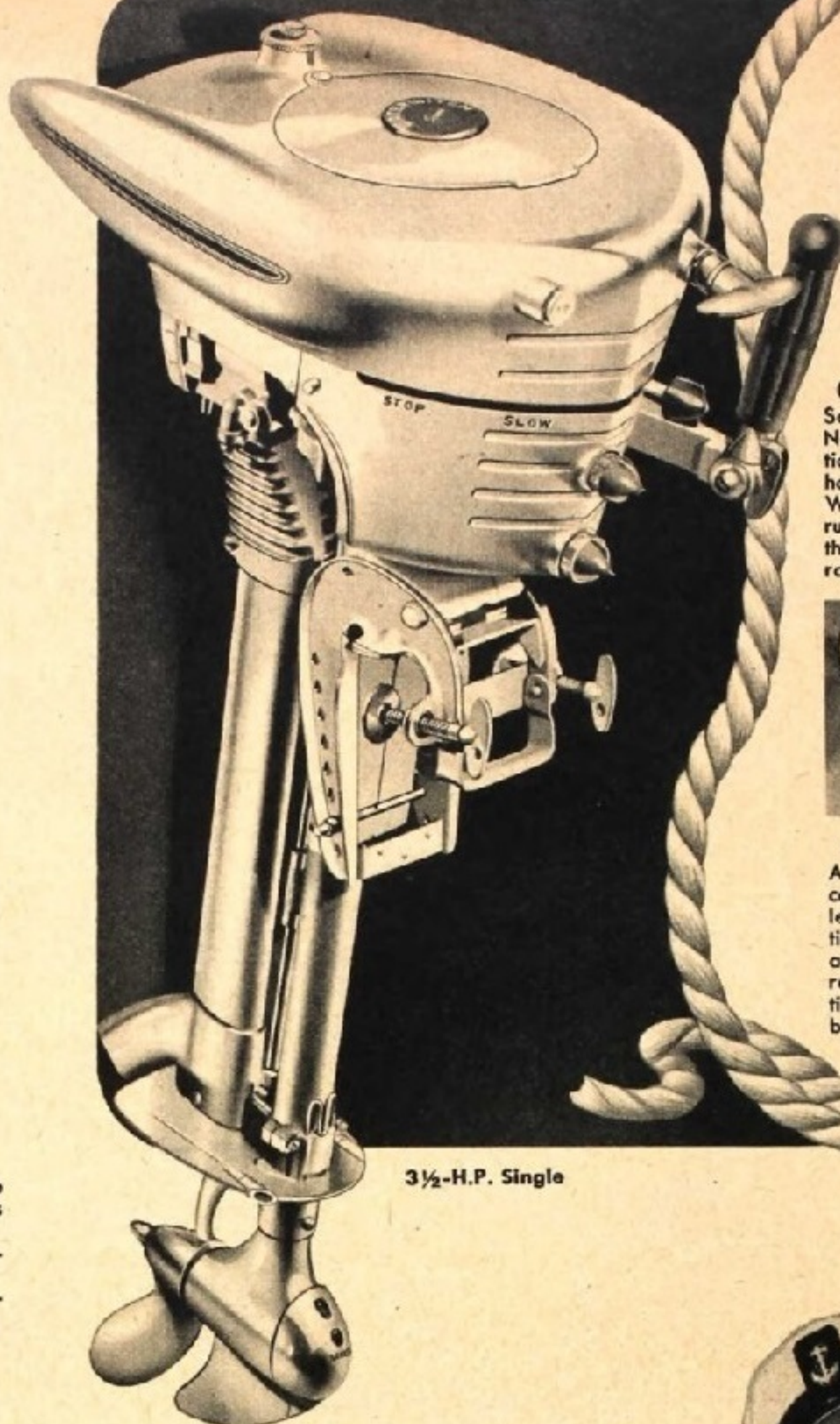
## Famous Features



**Certified Horsepower**  
Sears, as a member of the National Outboard Association, determines the accurate horsepower ratings of all Waterwitch motors in tests run under the supervision of the Association. Buy a motor rated by N.O.A. Standards.



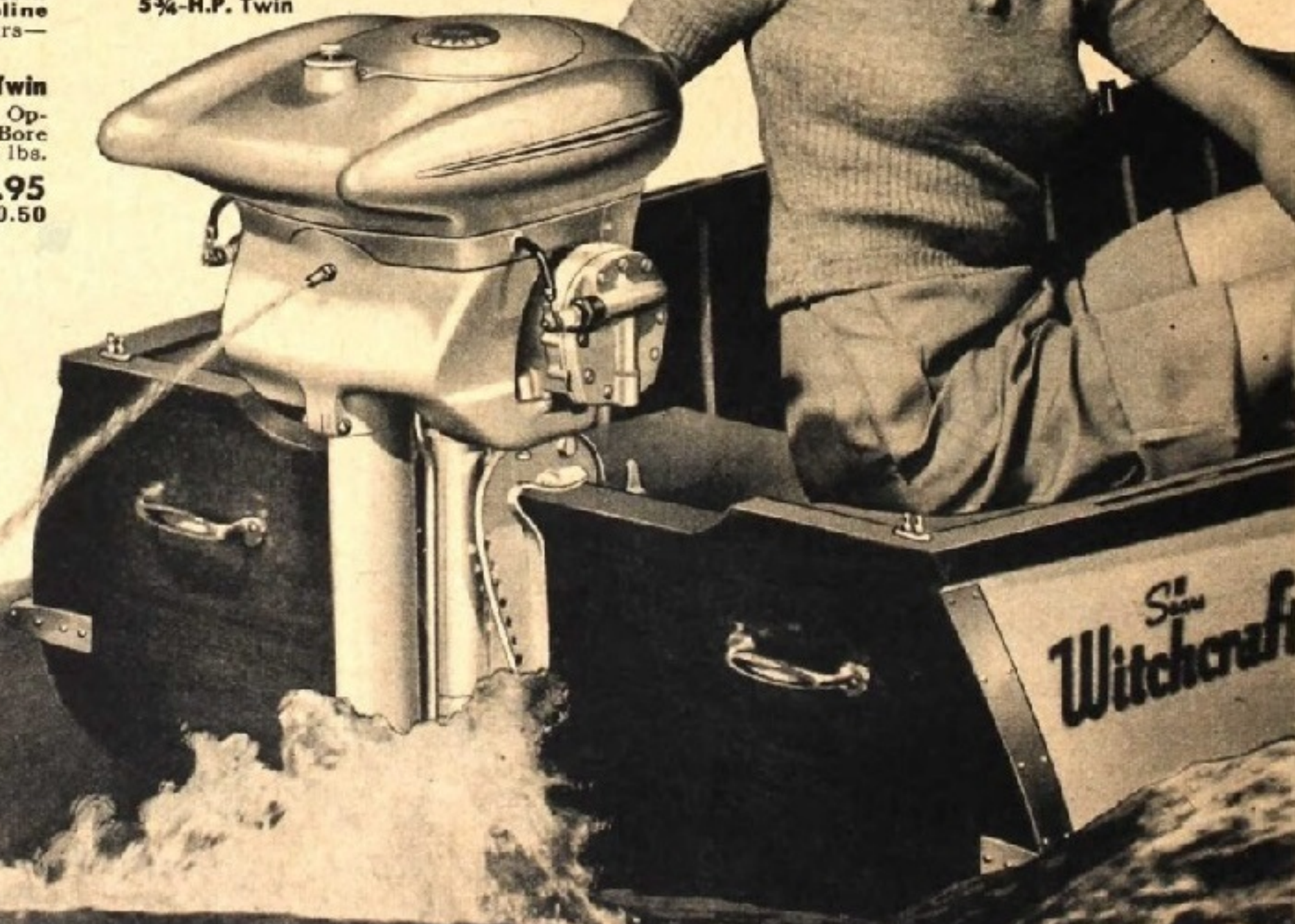
**Automatic Shear Pin**  
A device in the propeller coupling releases the propeller in case it hits an obstruction . . . Slow motor down and propeller automatically re-sets itself when obstruction is cleared! No more broken shear pins to replace!

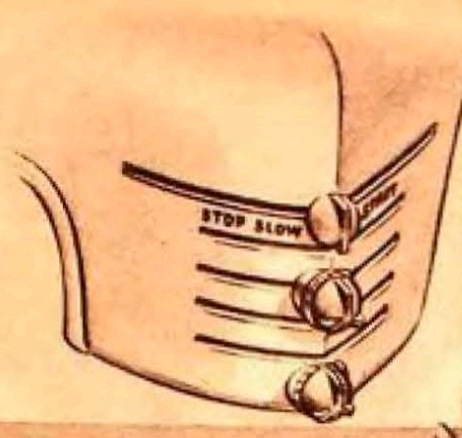


3½-H.P. Single

See Sears Easy  
Payment Plan on  
Inside Back Cover

5¾-H.P. Twin

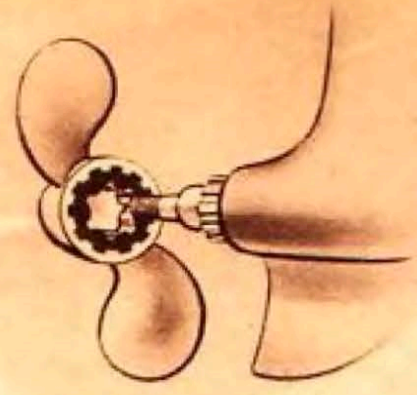




**Instrument Panel**  
All operating controls are grouped for easy accessibility ... right at your fingertips! Single lever speed control! On all of Sears Waterwitch motors except 6 EM 5810.

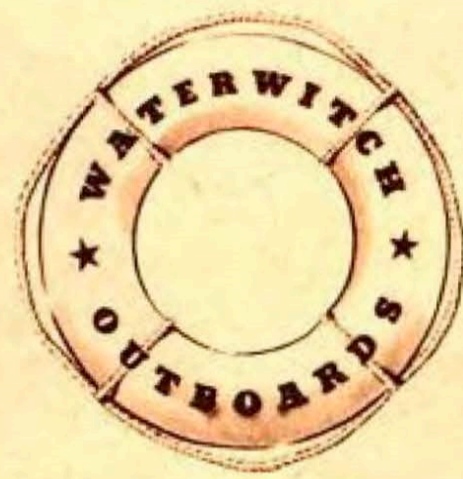


**Electric Outlet**  
On Deluxe Waterwitch motors 6 EM 5815 and 6 EM 5817. Plug-in for spotlight or running lights. Motors have special lighting coils to supply electric current while motor runs.

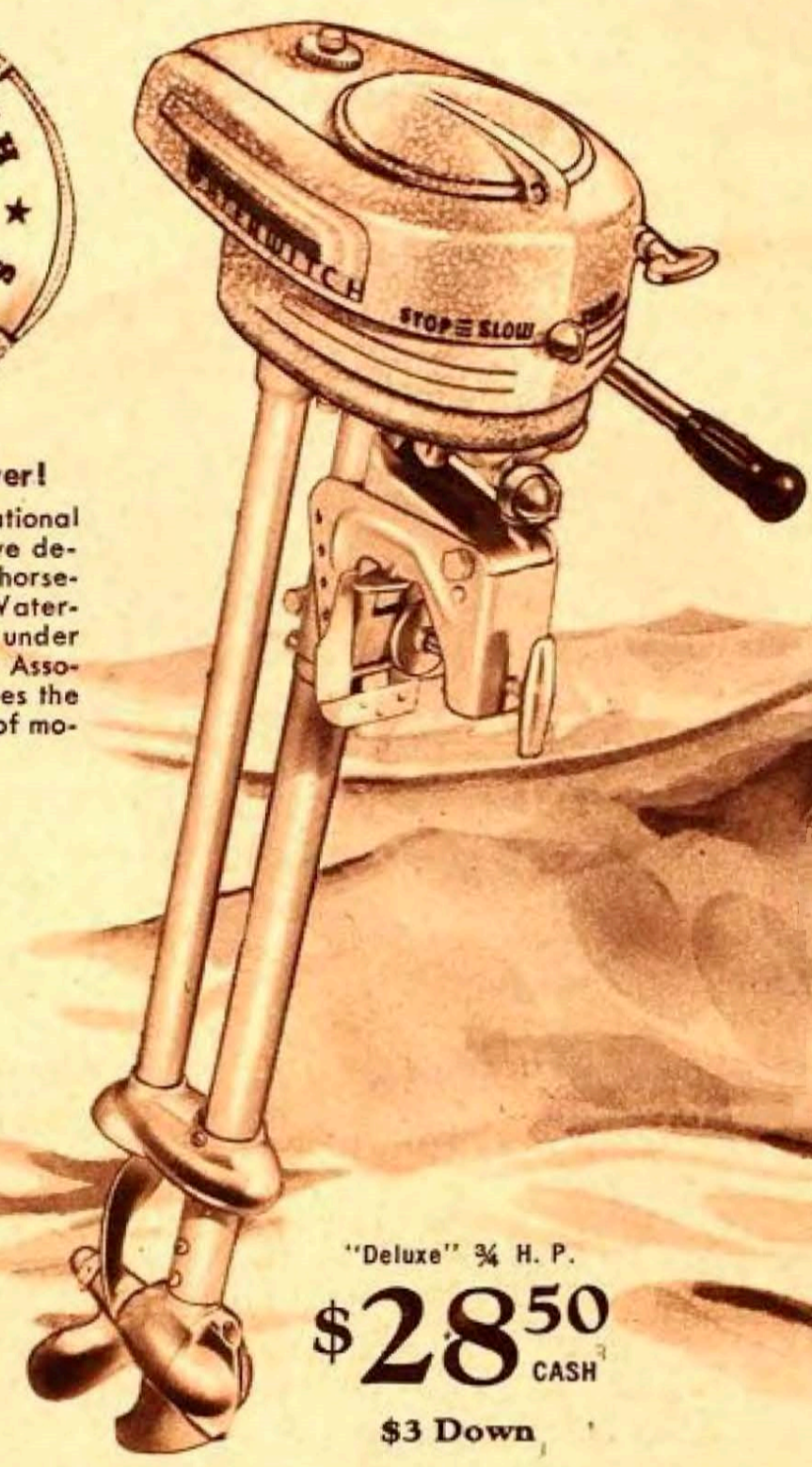


**Automatic Shear Pin**  
If propeller hits an obstruction, this device releases propeller ... slow motor down and it automatically re-sets itself when obstruction is cleared! No more broken shear pins to replace!

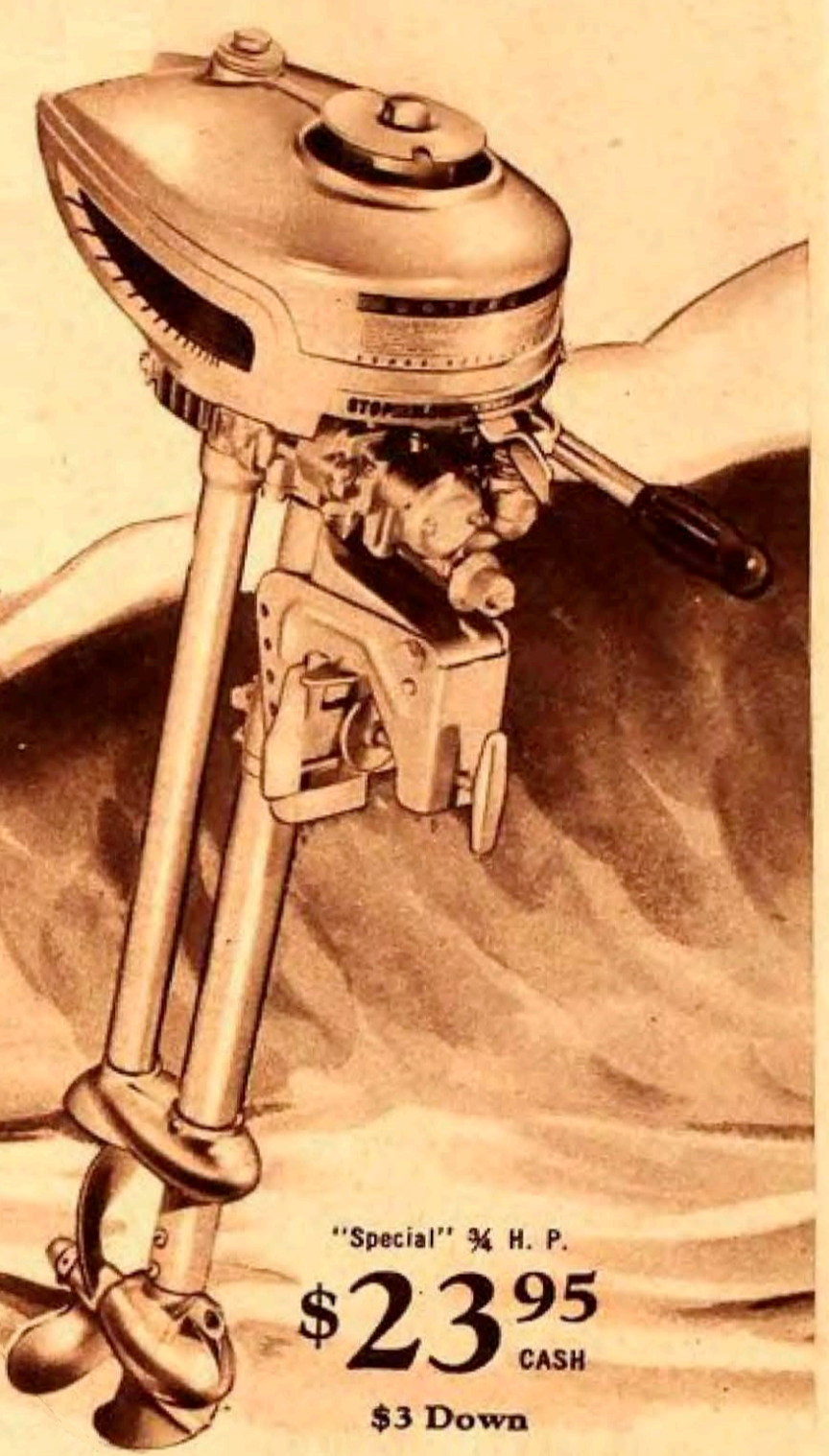
# New Improved Carburetor ...



**Certified Horsepower!**  
As members of the National Outboard Association, we determine the accurate horsepower ratings of all Waterwitch motors in tests run under the supervision of the Association. This guarantees the rated horsepower of motor you select.



"Deluxe" 3/4 H. P.  
**\$28.50** CASH  
\$3 Down



"Special" 3/4 H. P.  
**\$23.95** CASH  
\$3 Down

## "Deluxe" or "Special" Air Cooled Lightweight Motors

- Develop 3/4 N. O. A. Certified Brake Horsepower at 3600 R. P. M.
- "Deluxe" Model Weighs Only 25 1/2 lbs.; "Special" but 20 1/2 lbs.
- "Deluxe" Model has new "Auto-wind" Starter and "Automatic Shear Pin"
- Speeds From Trolling to 5 M. P. H. Cost Only About 6c per Hour to Run
- Air Cooled—Positive and Fool-proof! Ideal Motors for Salt Water Use

Now, you can enjoy all the carefree, work-free pleasure of outboard motoring at lowest cost. Remote fishing spots come within easy reach; pleasure-cruising is ten times the fun! Women and children especially will find these light, instant-starting, smooth-running motors a joy to handle. These new, improved models are so light you can lift them almost with one finger! Compact, too—easier to take along than a pair of oars. No other motors are built to more exacting quality standards. No motors anywhere give you so much for so little money! Compare—and be convinced!

**SPECIFICATIONS:** Single cylinder, 2-port type; bore and stroke, 1 1/2 x 1 1/2 in. Aluminum cylinder. Full Tillotson float feed reed carburetor makes for instant starting every time! Gasoline capacity ... enough for 1 to 2 hour run, depending on speed. Alrok finished for salt water use. Quiet underwater exhaust. Cadmium plated stern bracket of unbreakable steel. Transom height, 13 in. ... (the vertical distance from stern bracket to waterline). For use on rowboats, dinghies and canoes.

**"Deluxe" 3/4 H. P. Model ... "Auto-Wind" Starter**  
All specifications above, plus "Dead-center" steering device. New tank design; enclosed fly wheel; ultra-modern "Hammerloid" finish. "Automatic Shear Pin."  
6 E 05805—Shipping weight, 32 pounds. Cash. **\$28.50**

**"Special" 3/4 H. P. Model**  
With all the quality specifications above. Lowest priced new outboard motor we know of in America! Shpg. wt., 26 lbs.  
6 E 05804—Cash ..... **\$23.95**

## Super-Power Waterwitch Motor

- Develops 8 1/2 N.O.A. Certified Brake H.P. at 3000 R.P.M.
- Delivers Speeds Up to 18 M.P.H., Depending Upon Craft!

A regular brute of a motor! Powerful enough for dependable service on large runabouts or cruisers ... speedy enough to provide thrilling performance on outboard racers. Makes a splendid auxiliary for use on sailboats. Economical, too. Every part of this motor is precision machined by one of the oldest and most reliable outboard motor manufacturers to give years of service and satisfaction. And it's priced amazingly low for a motor of this quality and horsepower.

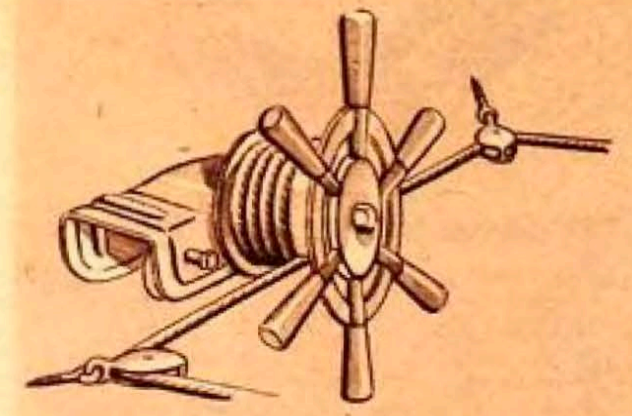
**SPECIFICATIONS:** Twin cylinder, four port type. Float feed carburetor with one lever control; has settling basin with accessible screen. Lightweight aluminum alloy pistons. Drop forged chrome nickel steel counter-balanced crankshaft. Die cast aluminum propeller. High-tension flywheel magneto. Positive action cooling system; sliding vane water pump has no valves ... never clogs, overheats or fails. Transom height, 14 inches (distance from waterline to stern bracket). Quiet underwater exhaust. Gasoline tank capacity, 1 1/2 gallons. Actual weight of motor, 80 pounds. Shipping weight, 140 lbs.

6 EM 5810—Cash..... **\$124.95**  
Easy Terms (\$10 Down, \$9 a Month)..... **136.45**



Super-Power Model  
**\$124.95** CASH  
\$10 Down

Fast Service. Motors Shipped from Chicago or Cleveland. Send Your Orders to Chicago, Only.



**Steering Wheel**  
Adds to the fun of outboard motorboating! Clamps anywhere ... you can steer from bow or side. 12-inch marine-type wheel of galvanized cast iron with smooth, waterproof finish on maple grips and rope drum. 35 ft. of sisal core non-stretch rope and 6 pulleys included. Shipping weight, 10 lbs. 5 oz.  
6 E 5717—Complete..... **\$3.25**

May 2, 1939.

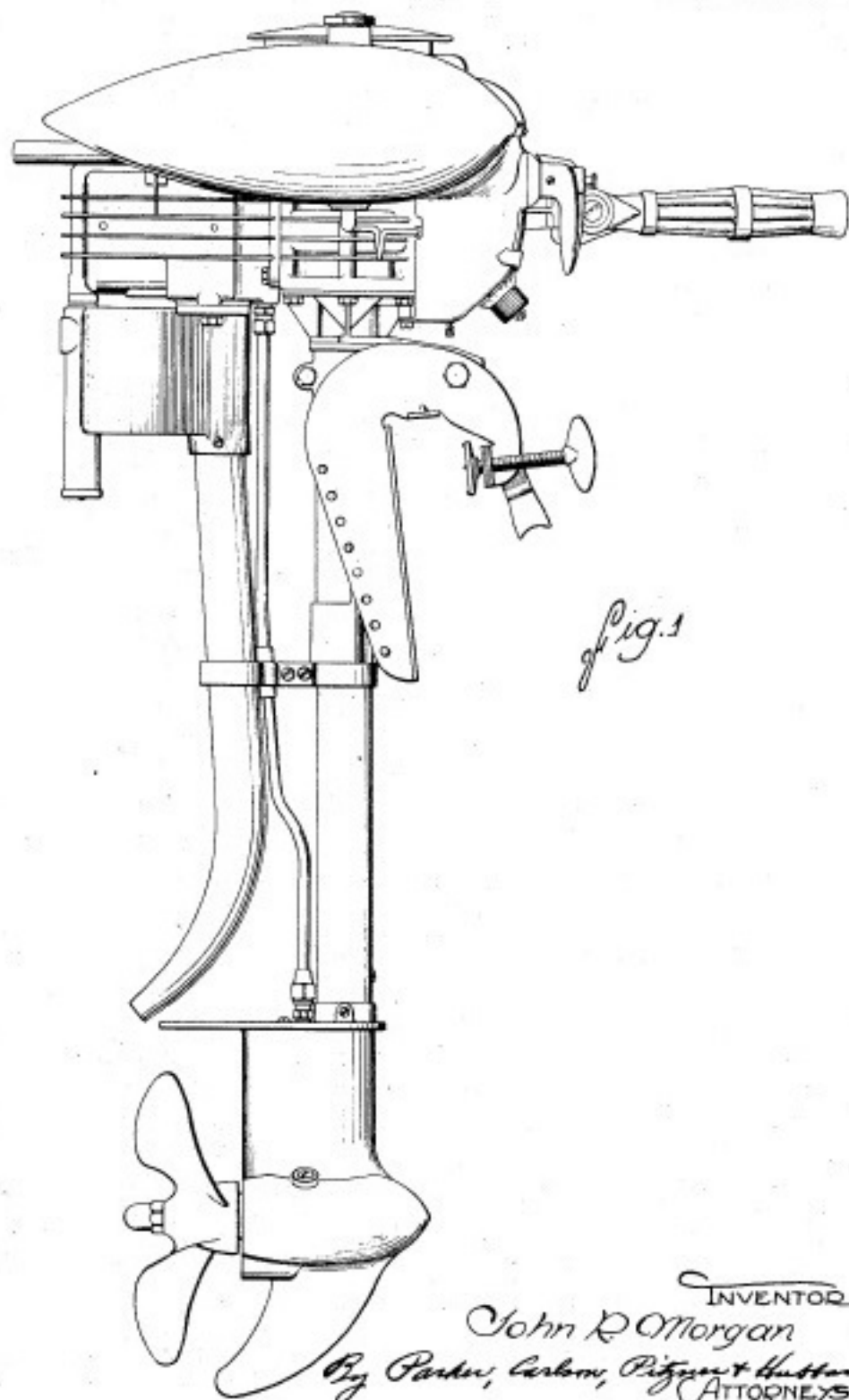
J. R. MORGAN

Des. 114,597

OUTBOARD MOTOR FOR BOATS

Filed July 30, 1937

3 Sheets-Sheet 1



May 2, 1939.

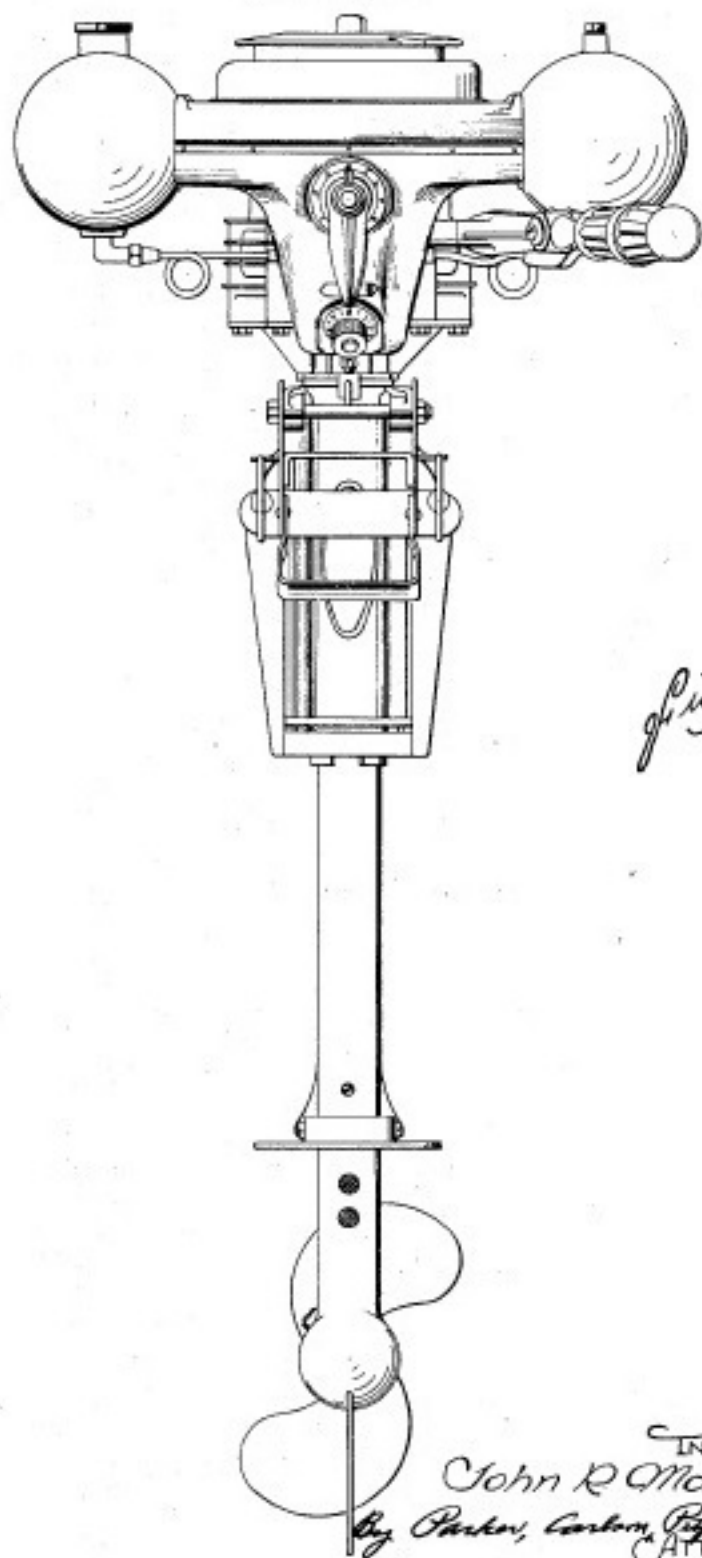
J. R. MORGAN

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OUTBOARD MOTOR FOR BOATS

Filed July 30, 1937

3 Sheets-Sheet 2



May 2, 1939.

J. R. MORGAN

Des. 114,597

OUTBOARD MOTOR FOR BOATS

Filed July 30, 1937

3 Sheets-Sheet 3

