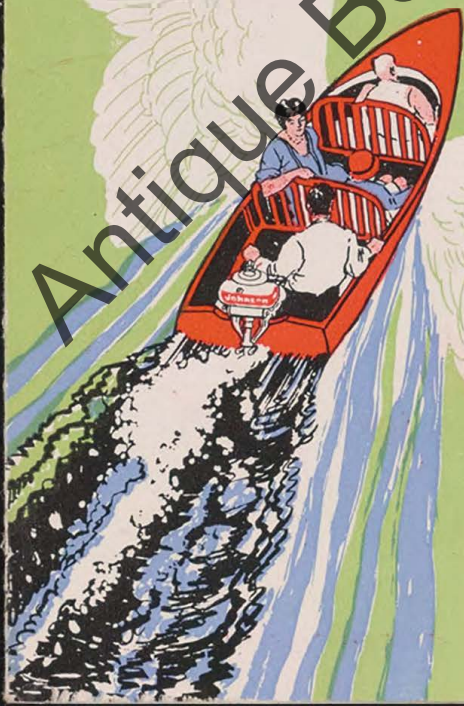


Giving
Wings
to
Water Travel

Antique Boat Museum



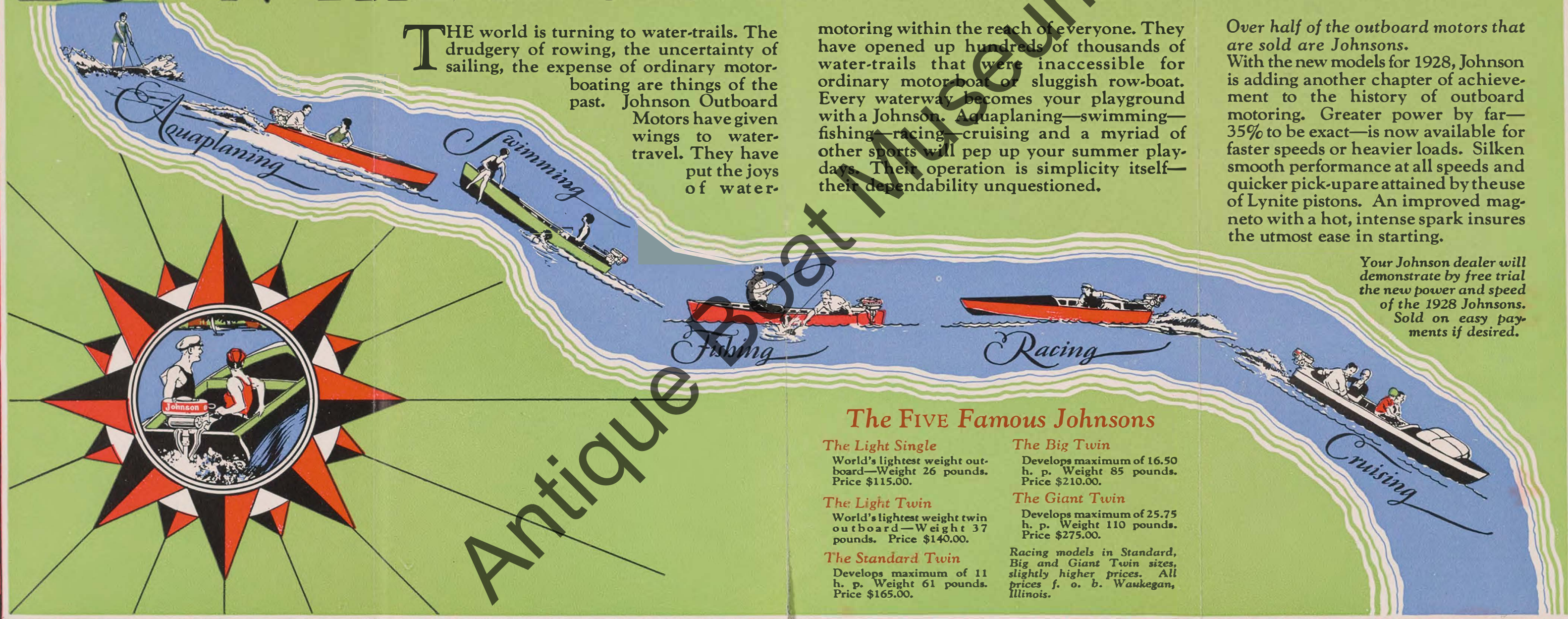
DOWN THE HIGHWAY OF REAL SPORTS

THE world is turning to water-trails. The drudgery of rowing, the uncertainty of sailing, the expense of ordinary motor-boating are things of the past. Johnson Outboard Motors have given wings to water-travel. They have put the joys of water-

motoring within the reach of everyone. They have opened up hundreds of thousands of water-trails that were inaccessible for ordinary motor-boat or sluggish row-boat. Every waterway becomes your playground with a Johnson. Aquaplaning—swimming—fishing—racing—cruising and a myriad of other sports will pep up your summer play-days. Their operation is simplicity itself—their dependability unquestioned.

Over half of the outboard motors that are sold are Johnsons. With the new models for 1928, Johnson is adding another chapter of achievement to the history of outboard motoring. Greater power by far—35% to be exact—is now available for faster speeds or heavier loads. Silken smooth performance at all speeds and quicker pick-up are attained by the use of Lynite pistons. An improved magneto with a hot, intense spark insures the utmost ease in starting.

Your Johnson dealer will demonstrate by free trial the new power and speed of the 1928 Johnsons. Sold on easy payments if desired.



The Five Famous Johnsons

The Light Single

World's lightest weight outboard—Weight 26 pounds. Price \$115.00.

The Light Twin

World's lightest weight twin outboard—Weight 37 pounds. Price \$140.00.

The Standard Twin

Develops maximum of 11 h. p. Weight 61 pounds. Price \$165.00.

The Big Twin

Develops maximum of 16.50 h. p. Weight 85 pounds. Price \$210.00.

The Giant Twin

Develops maximum of 25.75 h. p. Weight 110 pounds. Price \$275.00.

Racing models in Standard, Big and Giant Twin sizes, slightly higher prices. All prices f. o. b. Waukegan, Illinois.

Antique Boat

1-Do You Drive an Automobile?

Then you'll enjoy water-motoring—out on a sky-blue surface, free from traffic cops and free from the “procession.” You will breathe

real air—instead of dust and gasoline fumes. The sensation of riding upon wings will be yours with a Johnson Outboard Motor.



2-Do You Like Real Fishing?...

Then go fishing—not rowing. Fishing even for fishing's sake is little sport if one must sweat at the oars. An outboard motor will

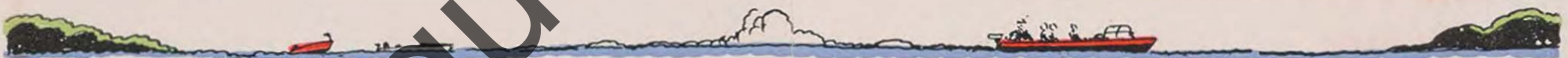
take the drudgery out of your fishing expeditions and open up those faraway grounds that have long been inaccessible.



3-How Would You Enjoy a Cruise?

Waterways today offer the only easy access to the heart of nature. Every curve, every bend in the water-trail opens new vistas,

each surpassed in beauty by succeeding ones. An outboard offers the key to present-day adventure—at a price you can afford to pay.



4-Would You Like Boat Racing?

Skimming over the water at fifteen, twenty-five, thirty and forty miles an hour gives a sensation that even airplanes do not pro-

vide. Outboard racing is America's most rapidly-growing sport. Over 4,000 outboard races are to be held this summer.



Johnson
Outboard Motors

Antique Boat Museum