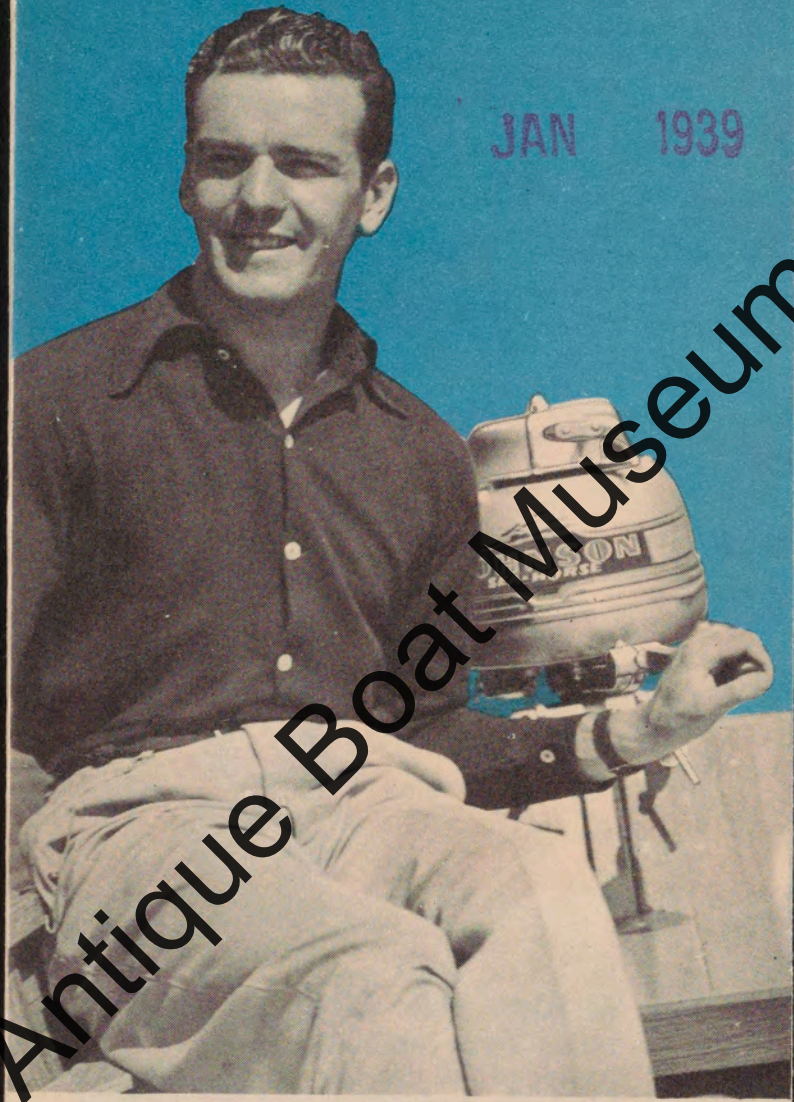


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JOHNSON

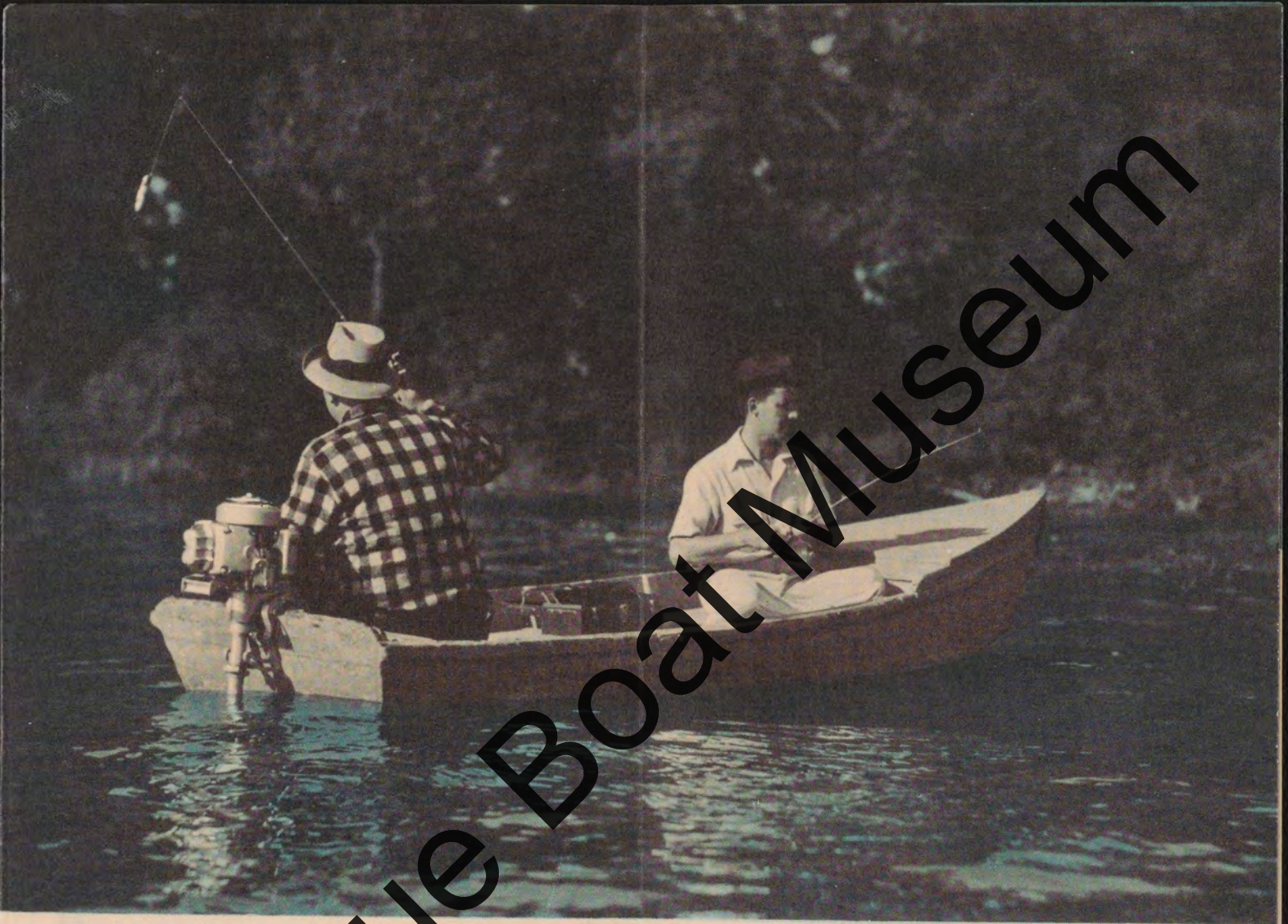
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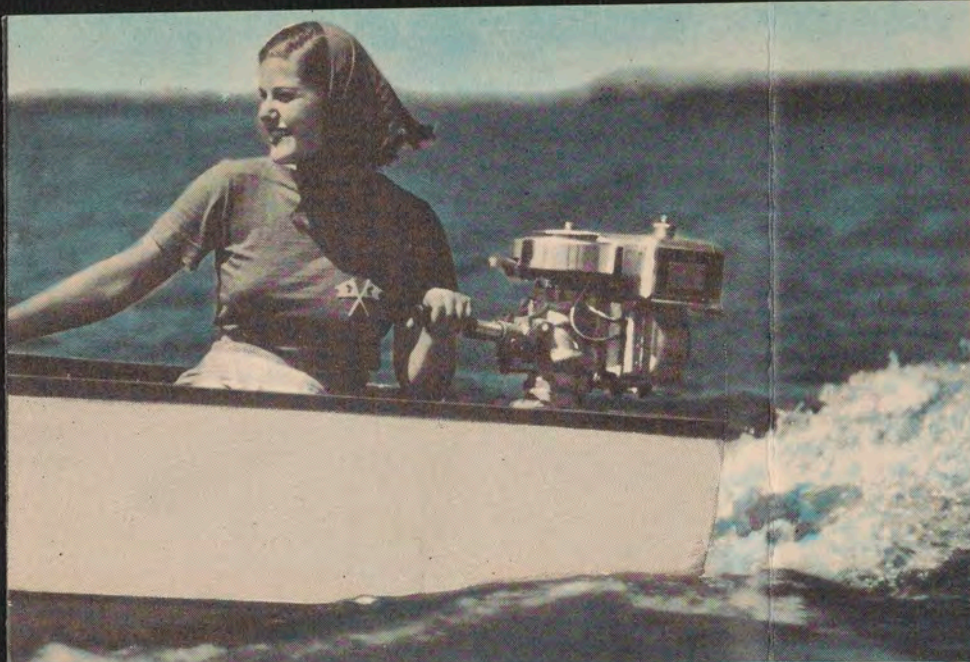


OUTBOARD

MOTORS



THINK first of Sea Horses as fine, sturdy, well-made, precision motors designed from a wealth of seventeen years of practical experience. Then consider the performance lifted far beyond the ordinary. Look at those *extras* for which Johnson is famous; Perfected Alternate Firing and Full Pivot Reverse and Underwater Exhaust and Patented Co-Pilot and Double Carburetion and a host of others—*extras* which combined make today's Sea Horses out-perform and out-value any that Johnson has built before.



SMOOTHNESS Johnson Perfected Alternate Firing is the result of ten years of progress. It has made Sea Horse Smoothness the Gold Standard of outboard motor performance. It has added to starting ease. And combined with other notable Johnson developments, it provides a consistent, slow trolling speed that fishermen love.

Perfected Alternate Firing is like walking, smooth and easy because in such motors the twin cylinders fire alternately, each adding its power at evenly spaced intervals.

QUIETNESS Underwater Exhaust as Johnson builds it is really quiet. And the exhaust gases are carried away under the water—gone with the waves. It's not an extra or an attachment—it's a comfort feature built-in to every Johnson Sea Horse.

Of course a motor with a muffler (only) is easier to make and less costly, but Sea Horse motors have to be better than "good enough." There is no sense in nerve-shattering noise in the boat; no pleasure in annoying neighbors on shore.

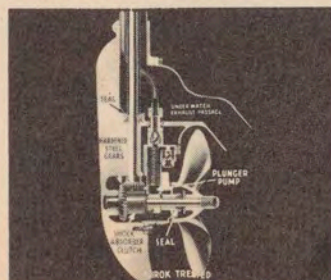
FLEXIBILITY Sea Horse motors have reverse — Full Pivot Reverse—which means that you only have to swing the motor around 180° and its full thrust is backward. Just turn it around—as easy as that. Yes, Sir! All the stuff your motor's got, if you need it, is right there pushing you backward, right now!

Back your boat away from the dock or off the beach; swing your boat on a pivot; stop quick!—when your fish strikes or you snag your line. You have control all the time.

REMEMBER! JOHNSON HAS ALL THREE

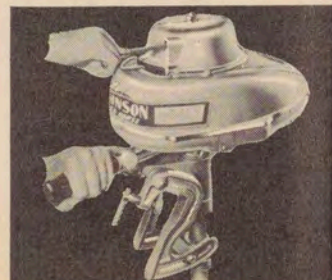
ALROK PROTECTED GEAR CASE

... is an Aluminum Alloy casting made corrosion resistant by the new Alrok treatment; hard bronze bearings. Note Positive Plunger Pump, Grease Seals, Shock Absorber CLUTCH and fine, compact, streamline design.



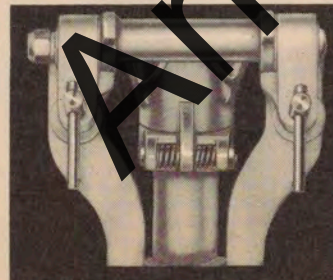
READY-PULL STARTER

... rewinds the permanent starting cord quickly, automatically and eliminates the separate starting cord. Always ready. Completely enclosed. No moving parts after motor is started. *Especially appreciated by women and children.



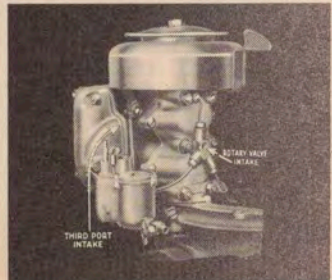
PATENTED CO-PILOT

... is fully automatic and adjustable to varying needs. It "takes hold" of the motor when you "let go," holding the motor from turning. Fix your tackle right on your pipe, relax while under way at full power or trolling speed.



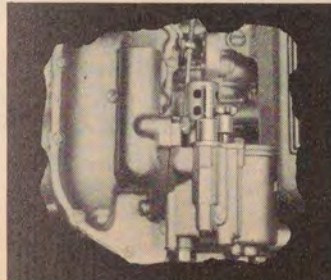
DUAL INTAKE

... which provides third-port operation at high speed with rotary valve operation at slow speeds, each system timed for perfect performance. Has high reputation among fishermen. Slowest trolling speeds ever attained by Johnson.



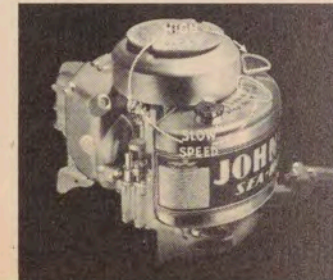
POSITIVE PRIMER

... on the Johnson Float Feed Carburetor forces a starting charge of gasoline directly into the passage leading to the rotary valve intake to crankcase ... and contributes to the ease of starting for which Sea Horses are famous.



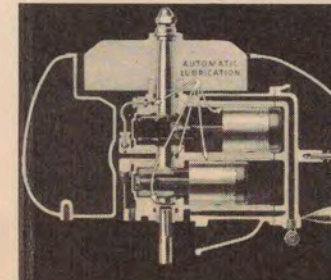
SYNCHRO-CONTROL

... connects the throttle to the spark advance and provides true One-Lever Control. Through the full speed range the spark advance and throttle opening are automatically in proper relation. No groping or fumbling.



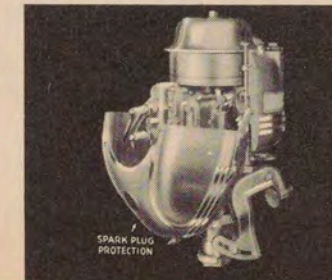
AUTOMATIC LUBRICATION

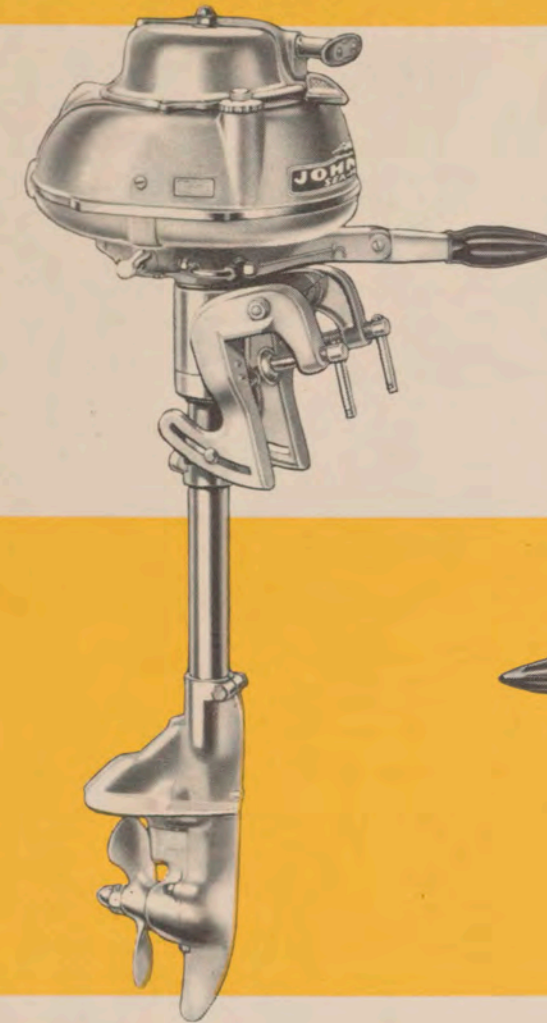
... is provided by mixing the oil with the gasoline and then directing its flow to cylinder walls, pistons, bearings and all moving parts of the power head. Gears and bearings in lower unit are lubricated by sealed-in grease.



SPARK PLUG PROTECTION

... with quick accessibility affords an added safeguard against motor stopping because of rain or salt spray and shields operator from electric shock. Adds also to motor's appearance and protects plugs against breakage.

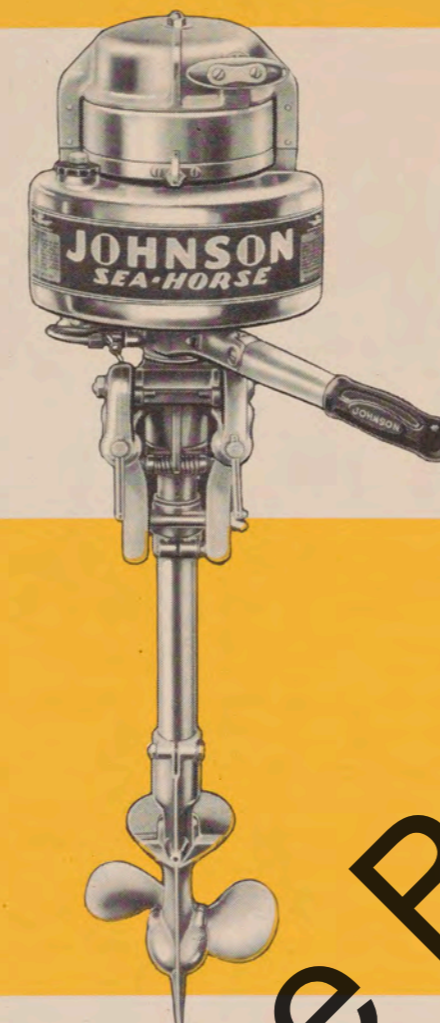




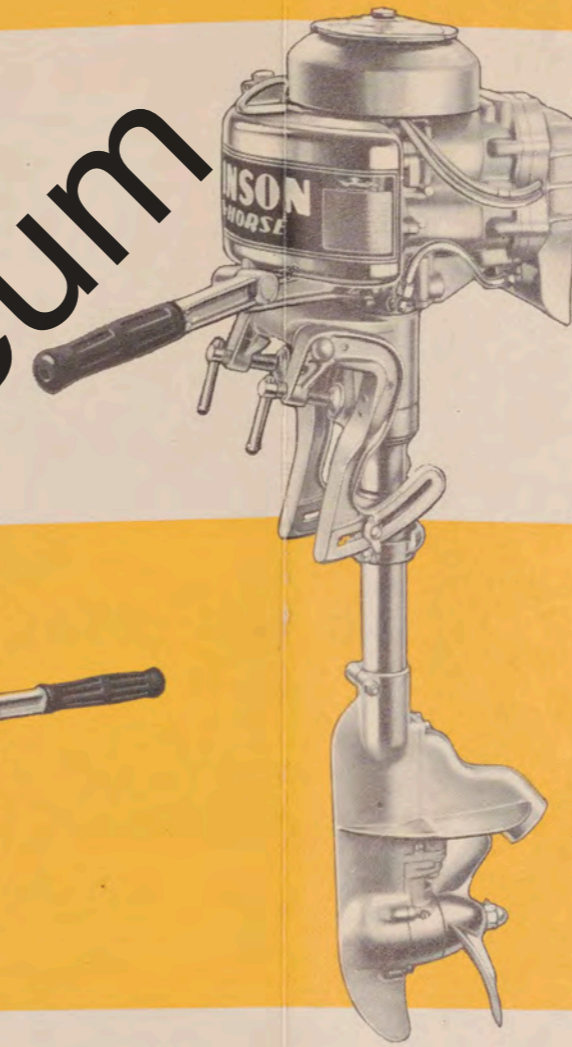
MODEL MS-39 light single Sea Horse is the lightest weight and lowest priced Johnson ever built but it has real power and traditional Johnson quality. Has Underwater Exhaust, Full Pivot Reverse and Patented Co-Pilot and other features such as Float-Feed carburetor with Throttle Control and Choke, Positive Plunger pump, Synchro-Control, Grease Seals. Alrok Treated underwater parts. Develops 1.1 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



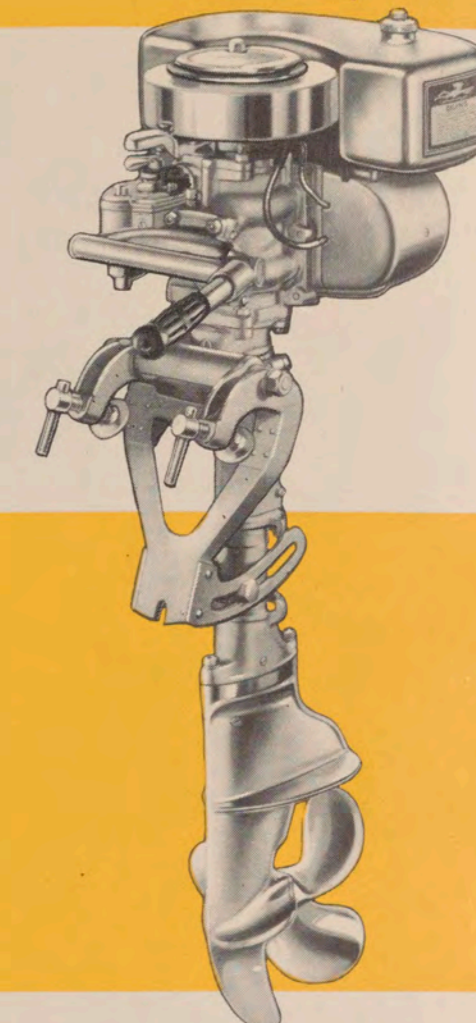
MODEL HS-39 is a new Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. It is the lightest weight, (only 21 1/2 lbs.) lowest priced Alternate Firing Sea Horse ever built. Spark Plug enclosure, Starting Primer, Synchro-Control, Patented Co-Pilot, Rotary Valve and Third-port intake, Grease Seals, Positive Plunger pump. Alrok Treated underwater parts. Develops 2.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



MODEL DT-39 the deluxe Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. Streamlined powerhead enclosure with Ready-Pull Starter. The motor with power to get there and back again with all the modern conveniences of outboard motoring. Has all the plus features and added improvements of the LT model. Weight is reduced to 42 1/2 pounds. Develops 5.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.

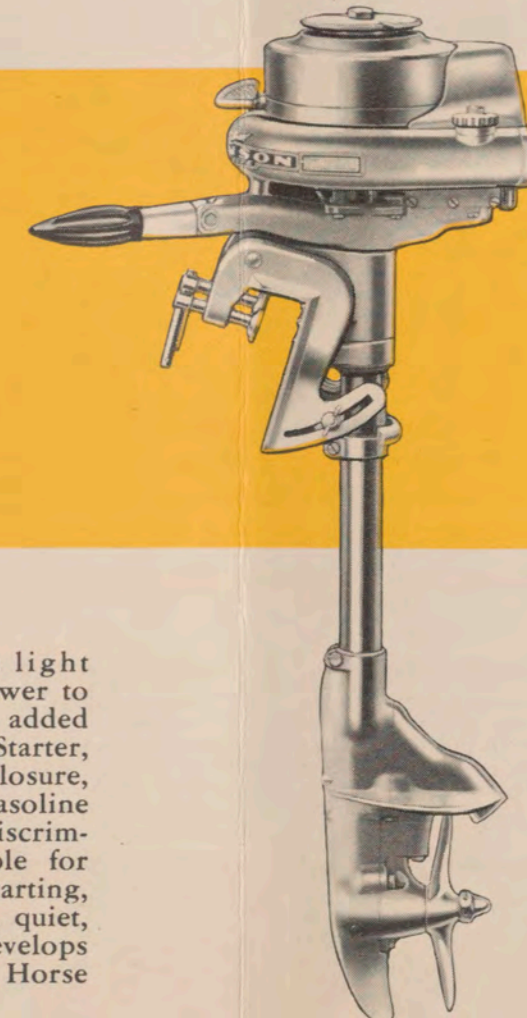


MODEL AT-39 Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. In all respects like the model LT but with the Ready-Pull starter added. Eliminates the separate starting cord, offers ease and cleanliness in starting, particularly appreciated by women and children. Has all the features as found in the model LT. Weighs but 38 pounds. Develops 5.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.

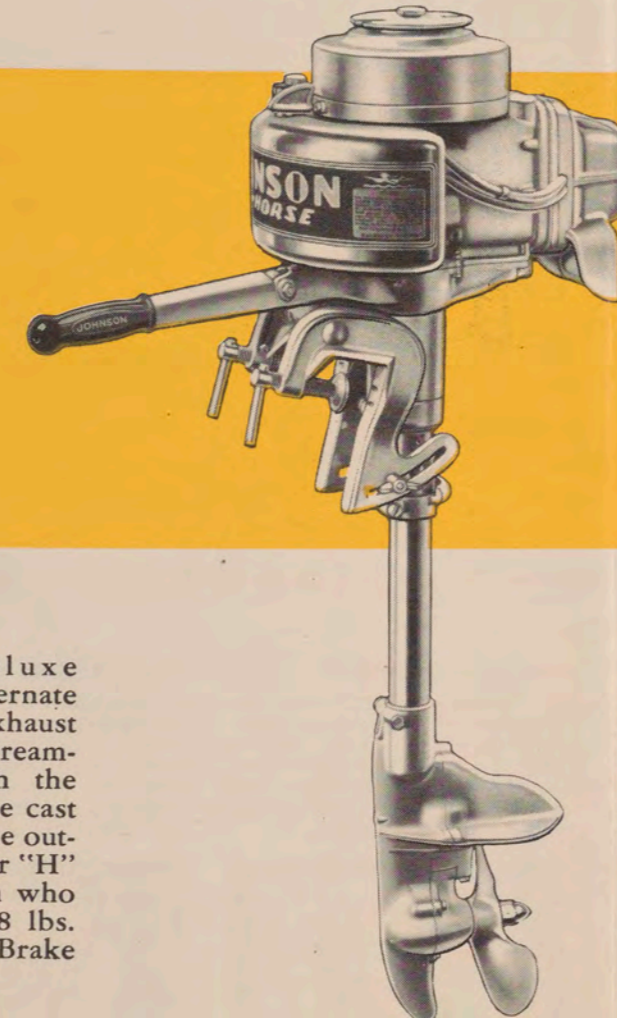


MODEL PO-39 Super power for thrilling speeds, heavy loads. Opposed Twin built for punishment. Has Double Jet carburetor, Integral Rotary Valve, Composite Stainless Steel and Alloy-Steel propeller shaft, Release Charger, Pressure-Vacuum cooling, Underwater Exhaust, Propeller Shaft Grease Seal, Roller Bearing connecting rods, Twist Grip control, Spray Shield, Alrok Treated underwater parts. Develops 22.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.

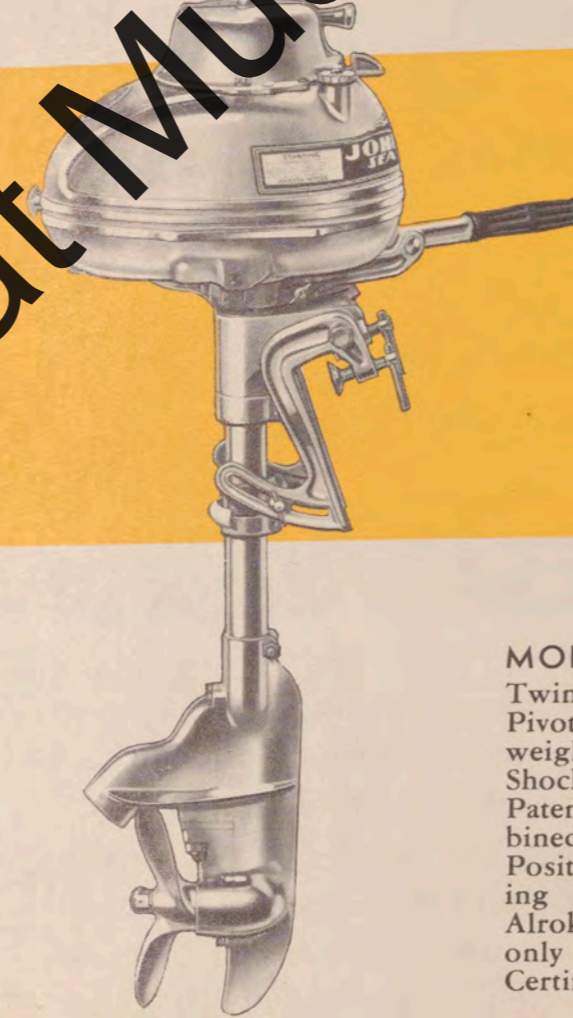
MODEL MD-39 deluxe light single, similar in size and power to the model MS but with such added features as the Ready-Pull Starter, Streamlined powerhead enclosure, oversize Cast Aluminum gasoline tank. Designed for those of discrimination and especially suitable for women and children. Easy starting, slow trolling speed, smooth, quiet, rugged and dependable. Develops 1.1 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



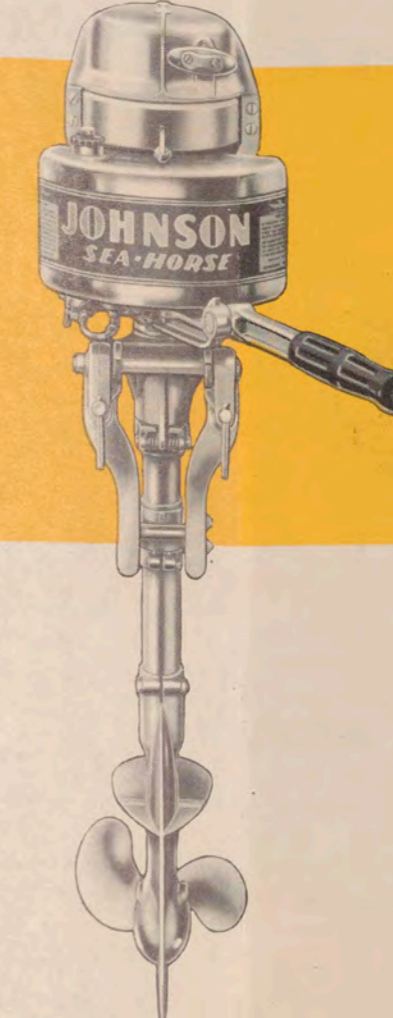
MODEL HD-39 is the deluxe model of the new "H" series Alternate Firing Twins with Underwater Exhaust and Full Pivot Reverse. It has the Streamlined powerhead enclosure with the Ready-Pull Starter and the oversize cast aluminum gasoline tank. Has all the outstanding features found in the other "H" series models. Built for fishermen who demand the best. Weighs only 28 lbs. Develops 2.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



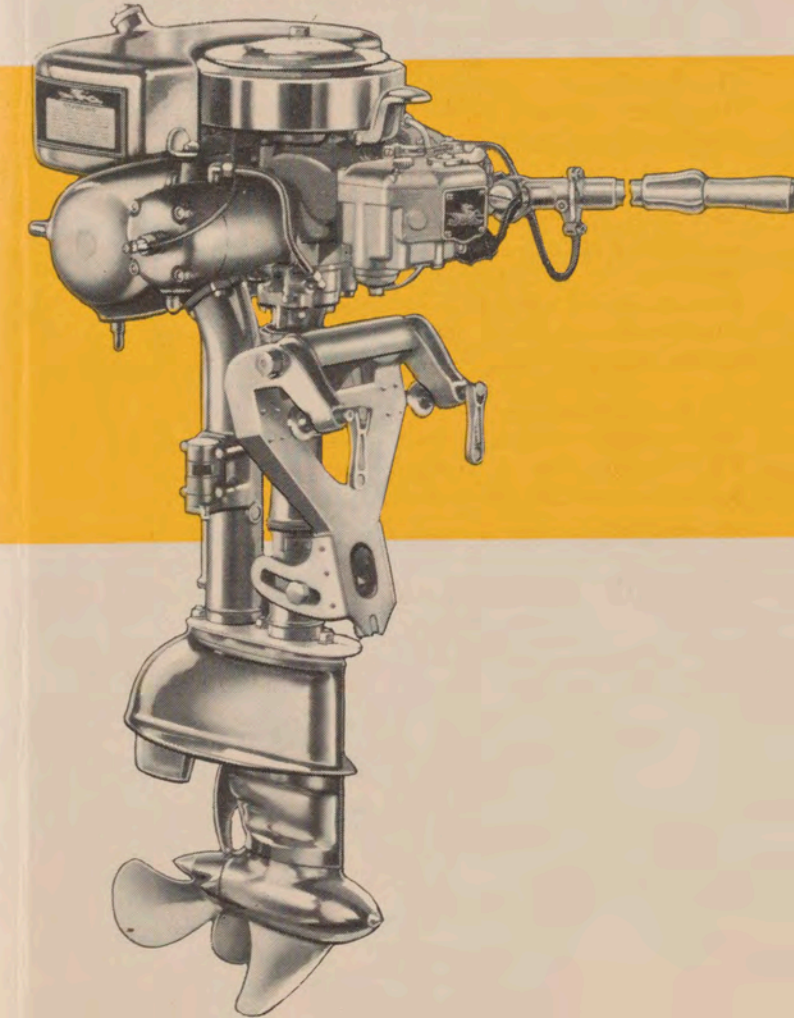
MODEL HA-39 is another new Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse with the Ready-Pull Starter which adds to convenience and eliminates the conventional rope on sheave starting. Particularly appreciated by women. Has all the same features as found in the model HS. Develops 2.5 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



MODEL LT-39 Alternate Firing Twin with Underwater Exhaust and Full Pivot Reverse. Horse Power increased, weight reduced. Added, clutch type of Shock-Absorber Drive. Features such as Patented Co-Pilot, Synchro-Control, combined Rotary Valve and Third-port intake, Positive Plunger pump, Grease Seals, Starting Primer, Hardened Steel Gears and Alrok Treated underwater parts. Weighs only 33 1/2 pounds. Develops 5.0 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



MODEL KA-39 large Alternate Firing Twin combining Underwater Exhaust and Full Pivot Reverse. Extra power for flashy performance on bigger hulls. Dual Jet carburetor and Dual Manifold for Slow Speed. Coincidental Exhaust cut-out, Synchro-Control, Integral Rotary Valve, Vacuum-Pressure cooling, Grease Seal, Patented Co-Pilot, Hardened Steel gears. Alrok Treated underwater parts. Develops 9.8 N.O.A. Certified Brake Horse Power at 4000 r.p.m.



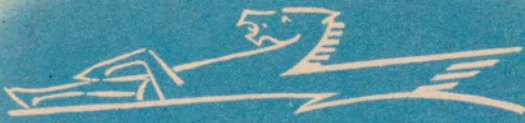
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F I S H I N G * C R U I S I N G

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C R U I S I N G

S P E E D



DEPENDABILITY

• Why do noted adventurers and explorers use Sea Horses? Such men as Admiral Richard E. Byrd and Captain Bob Bartlett and Father Hubbard (and many others) say it is because they have found that they can **DEPEND** on them when the going is hardest.

This inherent, built-in characteristic of Johnson motors did not just happen — it was carefully, studiously designed into every part. Some of it is high grade materials, some is precision workmanship, and some is more than either — the knowledge and ability to make things right.

There is no greater good word that can be said about a motor than that it is truly **DEPENDABLE**. More than a third of a million Johnson motor buyers will attest that fact.

“Get into a Boat and See For Yourself.”

JOHNSON MOTORS • WAUKEGAN, ILL.