

H. FOSTER ©



**Certainty
and Ease
of
Automobile
Starting**

**No
Exhaust
Noise
No Exhaust
Fumes**

The SEA-HORSES

THE new Johnson SEA-HORSE outboard motors embody revolutionary improvements that change the whole complexion of outboard motoring. Starting difficulties, heretofore the bane of this sport, are overcome once and for all with the Johnson *Release Charger*. This wonderful new invention adds a hundredfold to outboard motoring enjoyment by insuring easy starting . . . positive starting . . . under all conditions . . . even when the motor is stone cold or flooded with gas.

The Johnson *Underwater Exhaust* eliminates exhaust noise and gases. It provides a sense of quiet luxury you've never experienced in an outboard. It makes conversation pleasant. It restores peace to our waterways.

The *Rotary Valve* in the SEA-HORSE 32 and SEA-HORSE 16 makes possible 50% more power per cubic inch displacement than ever before developed in Johnson Motors.

Make no mistake. There is a vast difference between outboard motoring of a year ago and SEA-HORSE motoring of today. If you want the wonderful pleasure of the new sport, you'll want the revolutionary outboard improvements that are exclusively the SEA-HORSES. See your dealer for a demonstration.

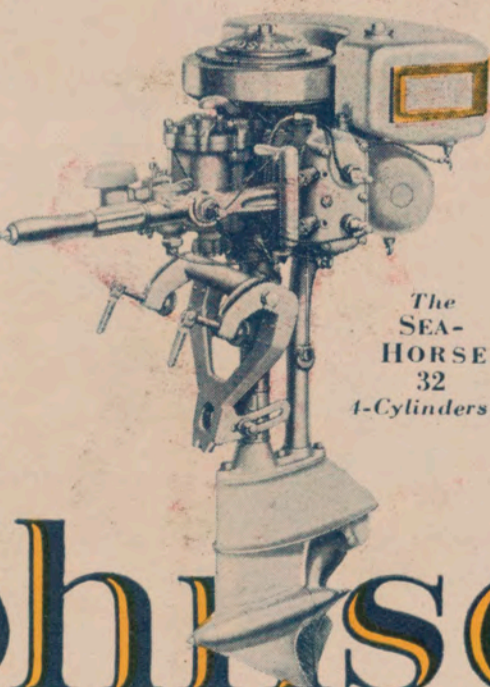
There are 6 SEA-HORSE models ranging in price from \$115 to \$325. Sold on free trial and easy payment plan.

Write for Catalog.

JOHNSON MOTOR COMPANY
581 Pershing Road, Waukegan, Ill.

IN CANADA:

Canadian Johnson Motor Company, Ltd., Peterborough, Ontario
Distributors for British Columbia: Hoffars, Ltd., Vancouver, B. C.



The
SEA-
HORSE
32
4-Cylinders

WORLD'S LARGEST MANUFACTURER

Johnson

Outboard Motors

OF OUTBOARD MOTORS

Larry Cunningham no.

5¢ a copy
April 27, 1929

Collier's

THE NATION



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acquaintance of

**E. Phillips
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