

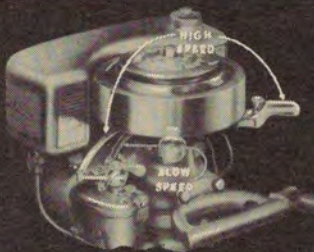
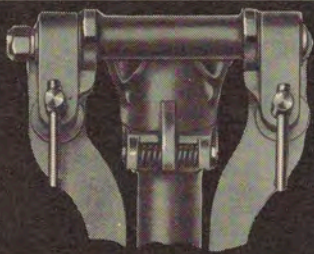
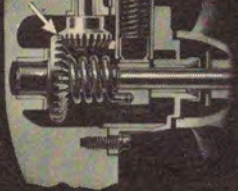
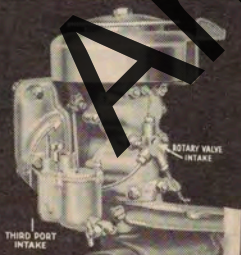
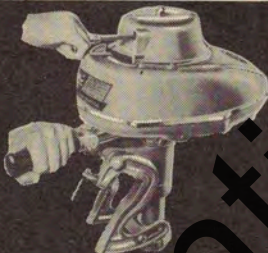
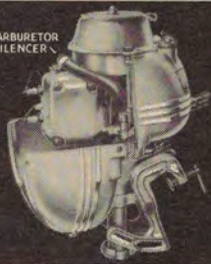


Antique Boat Museum

JOHNSON

Sea Horse

OUTBOARD MOTORS

HARDENED STEEL GEAR**CARBURETOR SILENCER****LONG LIFE GEARS**

“ “ “ alloy-steel, heat-treated, hardened in electric furnaces, precision cut in the Johnson factory, for long years of dependable service, are used in all Sea Horses of higher power. All Johnson gears are quiet, efficient and are designed for long life.

PATENTED CO-PILOT

“ “ “ is called “The unseen hand that takes hold of the motor when you let go.” Automatically holds motor in position. Fix your tackle, light your pipe, relax while under way at full speed or when trolling. Standard equipment on all motors except Model PO.

SYNCHRO CONTROL

“ “ “ concentrates the full speed range, slowest to fastest, in one lever. Spark interconnected with throttle in proper relation. No groping or fumbling. Operation simplified. A big feature found in Models MS, MD, LS, DS, LT, DT, and KA. (Model KA illustrated).

SPARK PLUG PROTECTION

“ “ “ with quick accessibility, gives added value. (Model DT illustrated). Plugs are shielded from rain, salt spray, yet no “sweating.” A DEPENDABILITY feature that owners appreciate. In Models MS, MD, LS, DS, LT, DT, and KA. Standard equipment.

READY PULL

“ “ “ eliminates the separate starting cord. Built-in, not just added on. A convenient pull handle, an instant automatic re-wind. Always ready. Completely enclosed. No moving parts after motor is started. Standard equipment on Deluxe Models at no extra cost.

DUAL INTAKE

“ “ “ construction provides a rotary valve high velocity opening correctly timed for starting and slow speed running, and another passage through the third port for full power and high speed. Result: The slowest trolling speeds ever attained by Johnson motors.

POSITIVE PRIMER

“ “ “ for quick, easy starting, is a new carburetor device. Instead of “chocking” the carburetor, simply press the primer three or four strokes, forcing a positive gasoline charge into the motor. A quick, easy pull on the starter cord starts it. Models LS, DS, LT and DT.

SHOCK ABSORBER

“ “ “ is a spring device built into the gearcase, absorbs the shock when the propeller hits solid objects; rocks, logs, stumps. Protects gears, drive shaft, and other parts of the motor. Carefree operation in good fishing waters. Models LS, DS, LT, DT, have it.

POSITIVE PLUNGER PUMP

“ “ “ is operated from slow speed, smaller shaft, fully enclosed, lubricated. Large oversize capacity for ample cooling water at any speeds. Stainless steel ball check valves and replaceable stainless steel seats. Bronze barrel and plunger. Screened in. Enclosed, protected.

SEALED GEARCASE

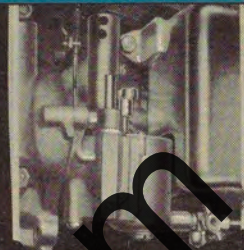
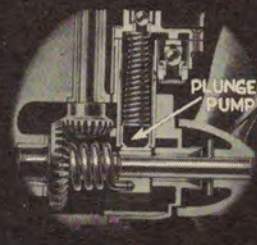
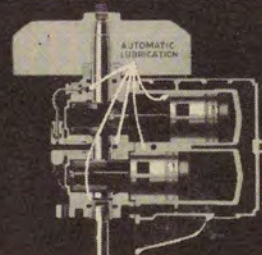
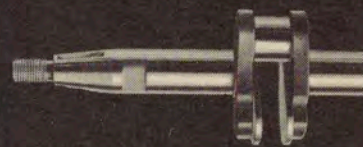
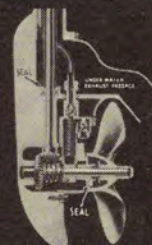
“ “ “ with patented anti-cavitation plate contributes to efficiency. Complete enclosure of underwater parts and ample grease capacity. Corrosion-resisting aluminum alloy, protected by new coating. Pinion and propeller shafts sealed to keep grease in and water out.

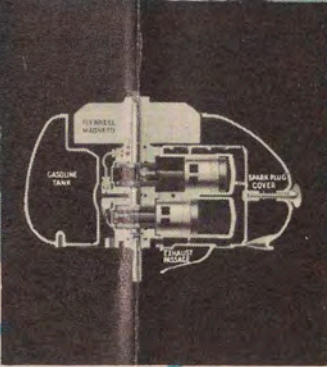
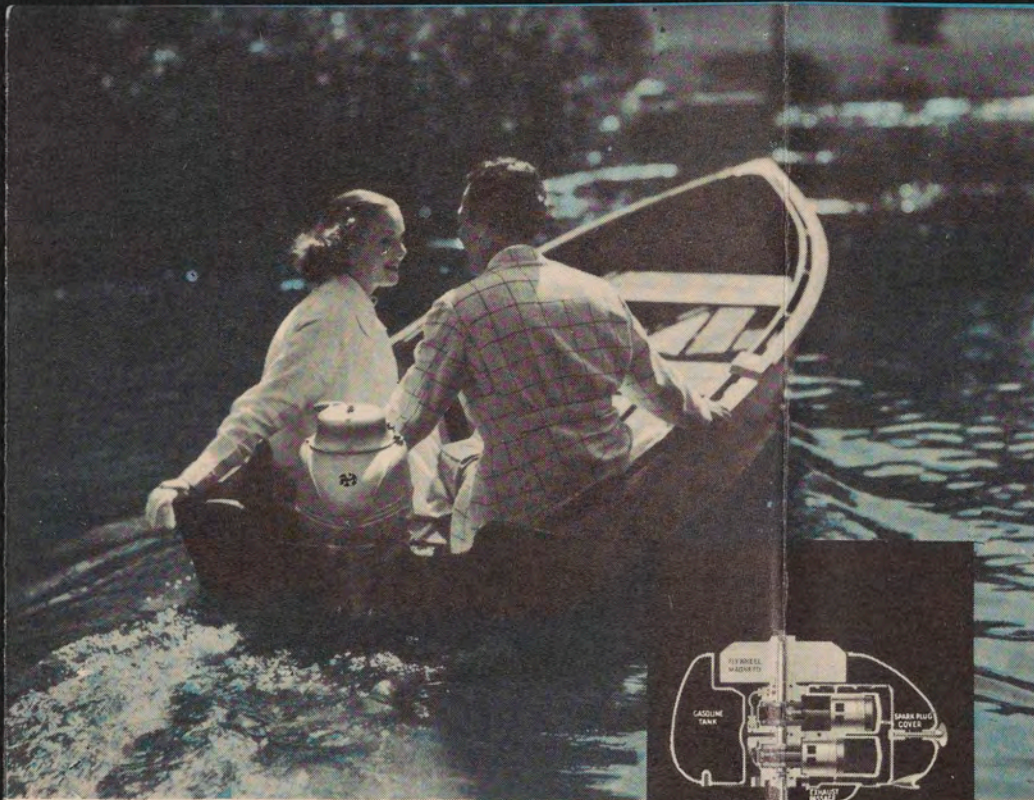
BALANCED CRANKSHAFT

“ “ “ in both single and twin cylinder motors decreases vibration, lessens bearing loads. All Johnson crankshafts are forged from special alloy steel, heat-treated, hardened and ground. Illustrate fineness of workmanship. Bearings, hard phosphor-bronze.

AUTOMATIC LUBRICATION

“ “ “ contributes to long life. Oil mixed with the gasoline lubricates all parts of the powerhead and automatic oil circulation carries oil to main and connecting rod bearings and to pistons and cylinders. Grease in gearcase lubricates all other mechanical parts.

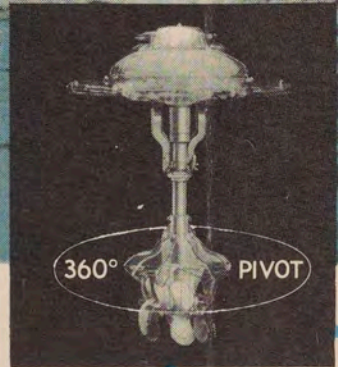
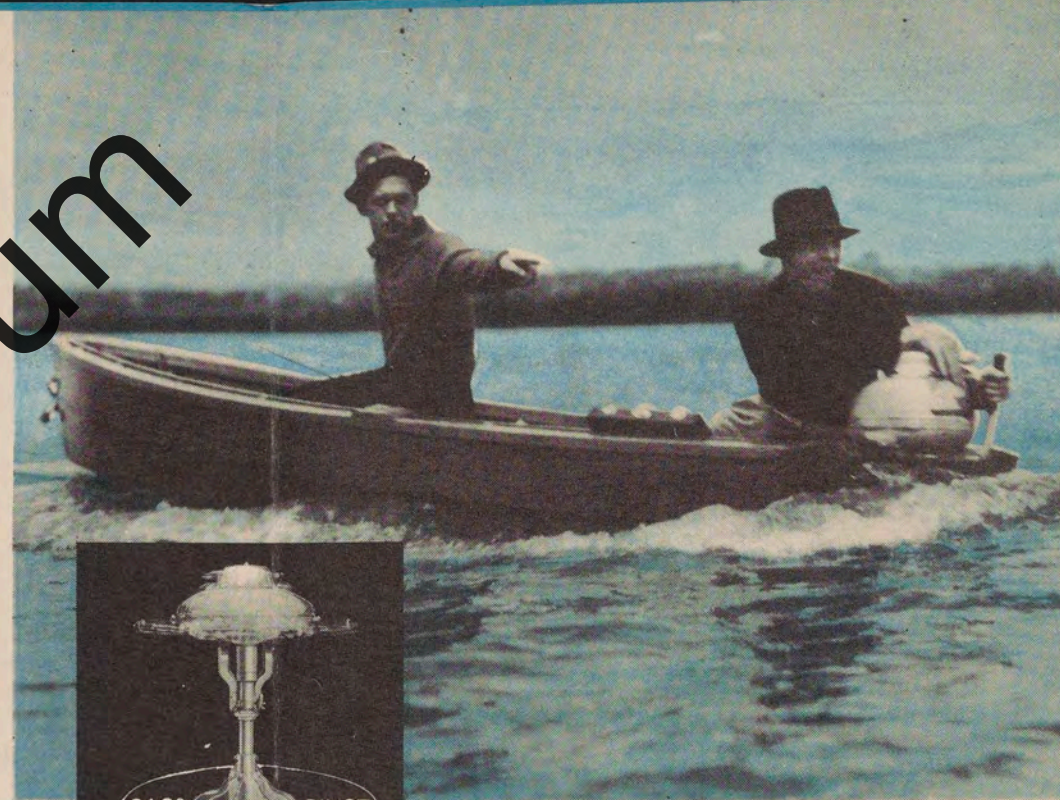
**SHOCK ABSORBER DRIVE****PLUNGER PUMP**



Quietness

2 • UNDERWATER EXHAUST

Every Johnson Sea Horse has underwater exhaust for your comfort. Whether you are ashore or afloat, Johnson motors do not annoy. And the exhaust fumes are "drowned" beneath the waves . . . The combination of Underwater Exhaust with Full Pivot Reverse (exclusive in Johnson Sea Horses) is just one of those many advanced features that make thousands exclaim every year "How can Johnson give so much at so low a price?"



Flexibility

3 • FULL PIVOT REVERSE

You wouldn't own a "one way" motor car; why, then, look beyond the Johnson outboard motor with its full 360 degrees directional propeller steering AND REVERSE? . . . With it you can power-drive your boat forward, sideways, back — in any direction at any time. It's as essential to full performance as four-wheel brakes. It completes performance. Try it and judge for yourself.

Smoothness

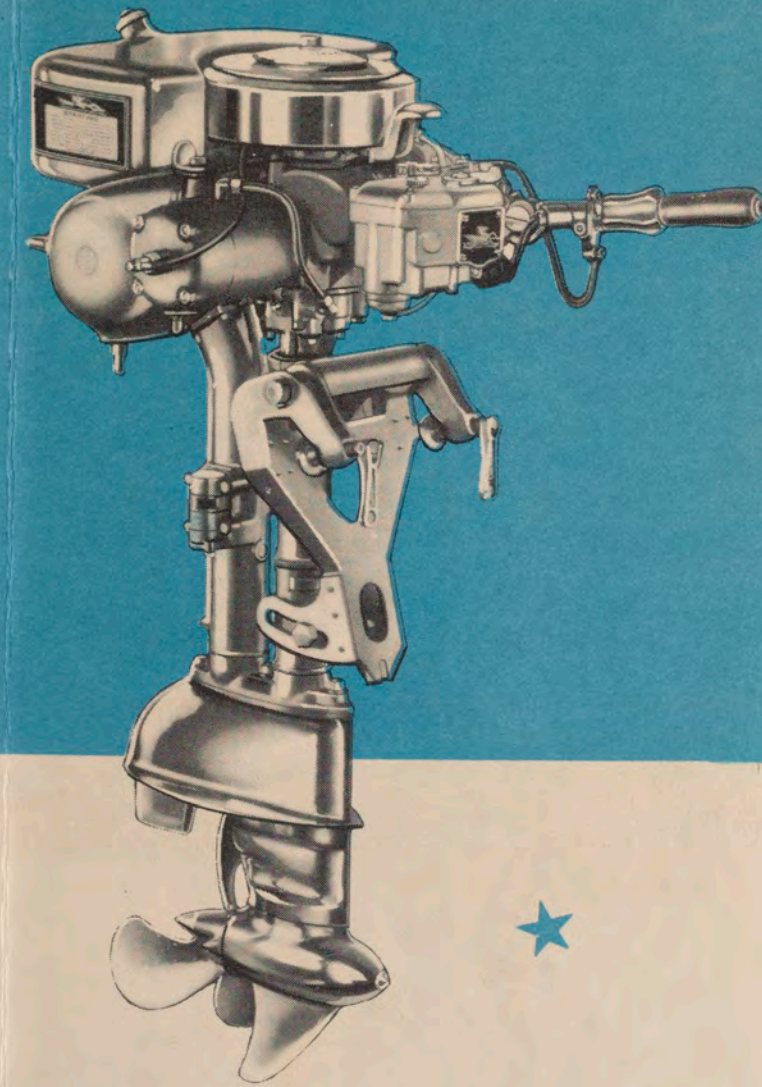
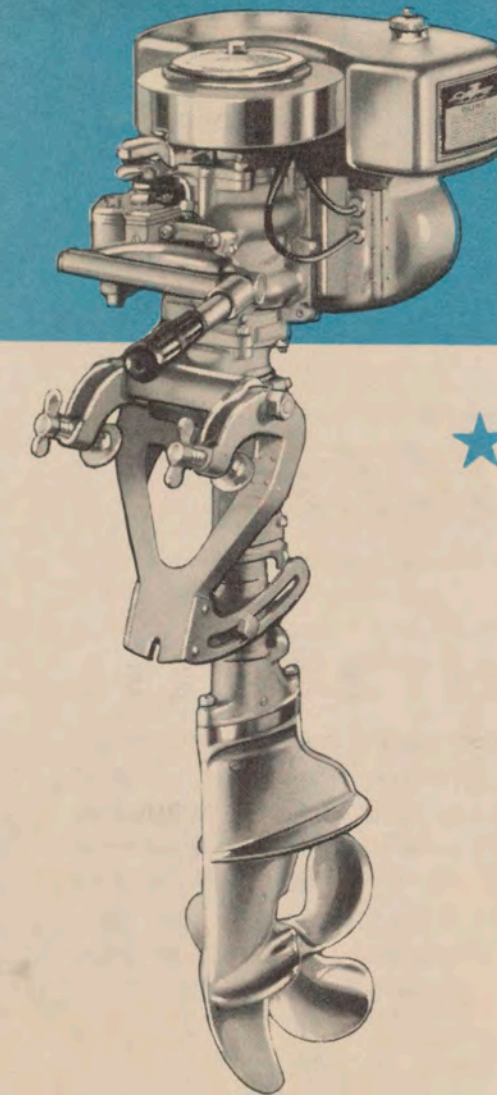
1 • ALTERNATE FIRING

Besides ultimate twin-cylinder smoothness, Perfected Alternate Firing provides easier starting, slower trolling, quieter running, and an all-around "sweetness" of performance. The difference is immediately apparent. Eight years of building alternate firing Sea Horses has proven the superiority of this type to more than forty-five thousand enthusiastic owners, proving that "if you'll get in the boat and try it, you'll buy it."

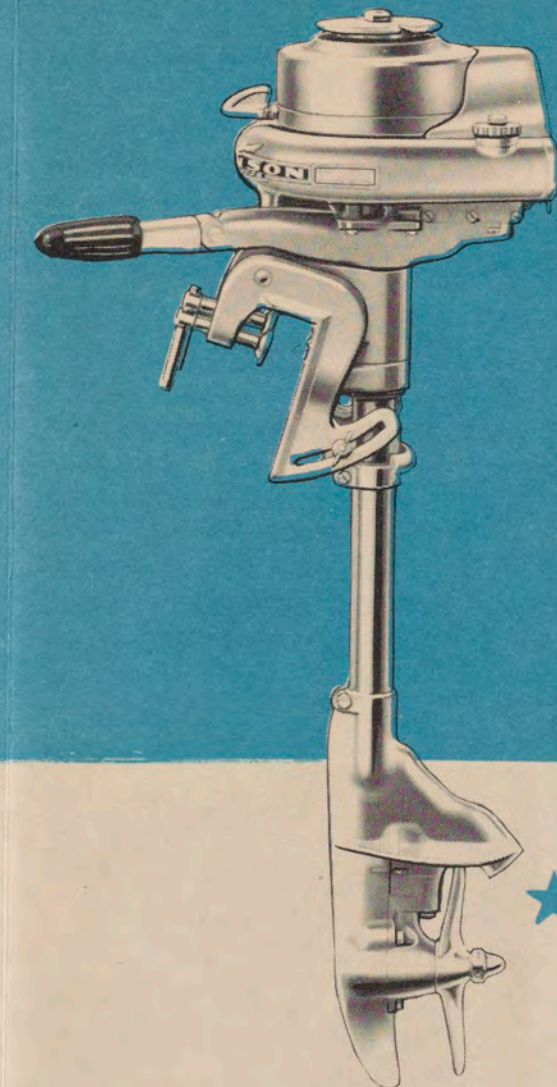


★ ★ ★ ONLY JOHNSON HAS ALL THREE! ★ ★ ★

MODEL KA ★ A large ALTERNATE FIRING Twin, combining UNDERWATER EXHAUST and FULL PIVOT REVERSE. Extra power for flashy performance on bigger hulls. A new construction, dual jet carburetor in combination with dual manifold for improved slow speed operation and trolling. Coincidental exhaust cutout, synchro-control, rotary valve, vacuum-pressure cooling, stainless steel propeller shaft with grease seal, patented co-pilot and streamlined gearcase. Develops 9.3 N.O.A. Certified Brake H.P. at 4000 R.P.M.

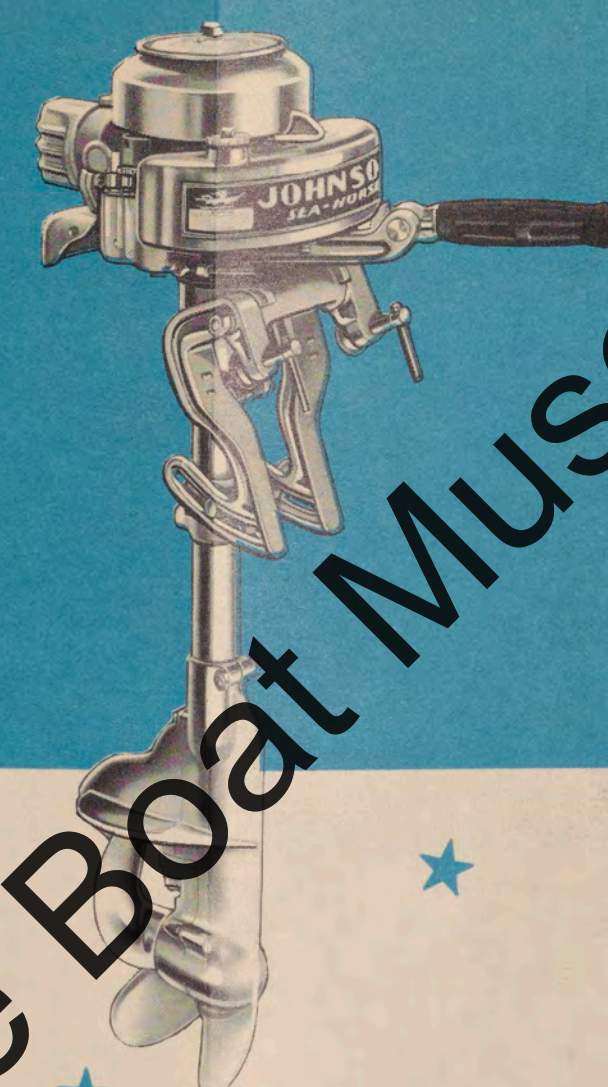
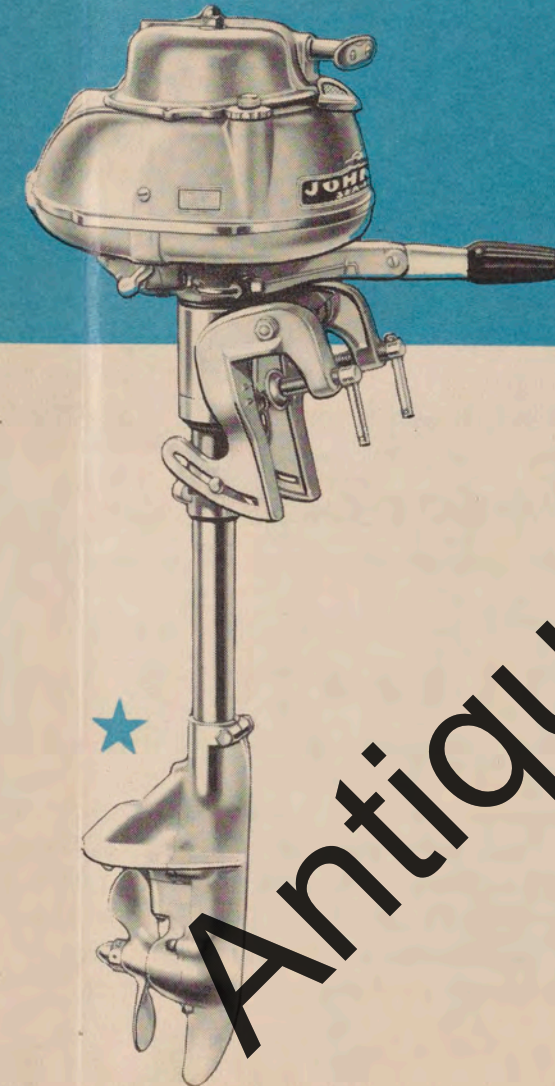


MODEL PO ★ Thrilling speeds, heavy loads. Opposed twin built for punishment. Double jet carburetor, automatic full range. Integral rotary valve for more power, greater efficiency, better distribution. Composite stainless steel and alloy-steel propeller shaft. Release charger, pressure-vacuum cooling, underwater exhaust, propeller shaft grease seal, automatic oiling system; automatic exhaust relief, roller bearing connecting rods, twist grip control—Develops 22.0 N.O.A. Certified Brake H.P. at 4000 R.P.M.

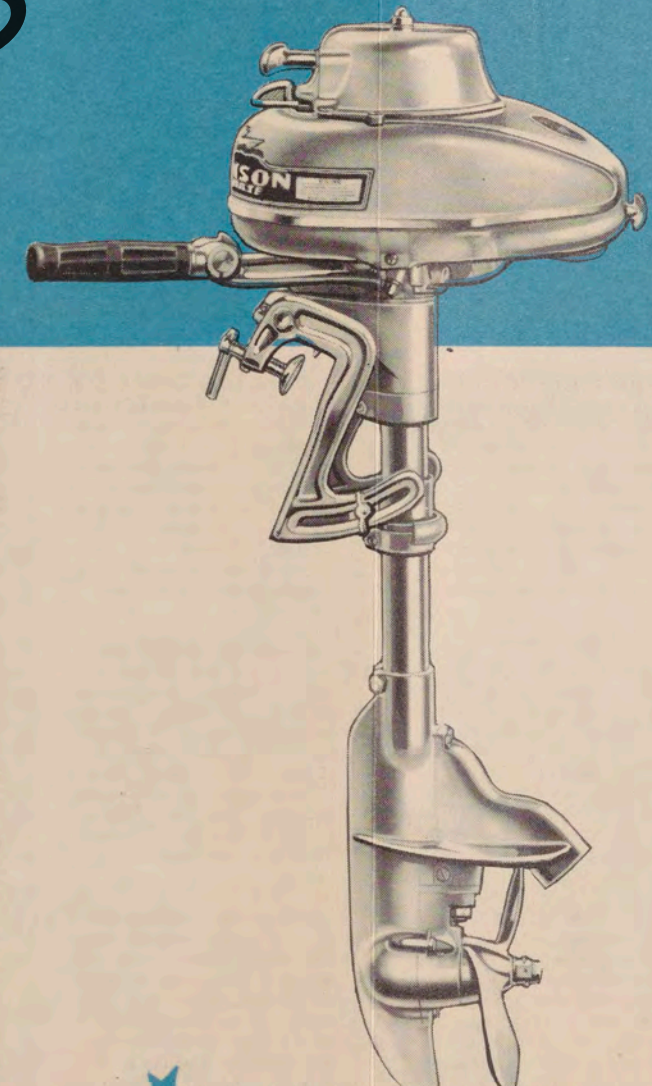


MODEL MS ★ A brand NEW motor. Lightest weight single in Johnson history, combining such famous Johnson features as UNDERWATER EXHAUST—FULL PIVOT REVERSE—PATENTED CO-PILOT. Also a float-feed carburetor with throttle control, positive plunger pump, reverse flux magneto, grease seals, synchro-control, and extremely slow trolling speed. Johnson gives you all these features and true Johnson DEPENDability in a lower priced, flyweight motor. Develops 1.1 N.O.A. Certified Brake H.P. at 4000 R.P.M.

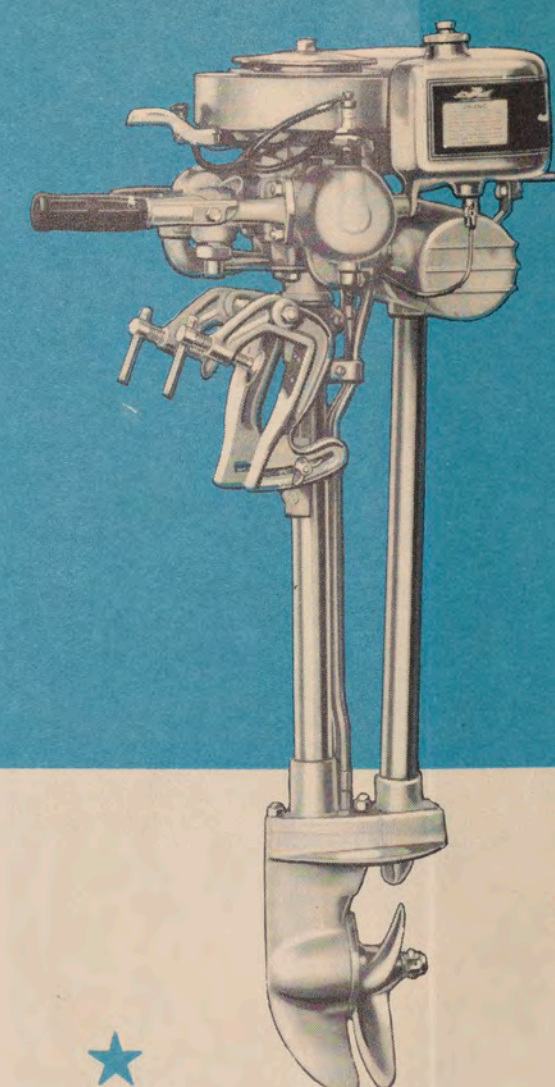
MODEL MD ★ Another modern De Luxe single, similar in size and power to the Model MS but with such added features as complete streamlined powerhead enclosure, quick accessibility to spark plug. Ready-pull starter, which eliminates the separate starting cord, cast aluminum, full capacity, gasoline tank. Every comfort feature necessary in a small motor is "built-in" and standard equipment. Designed for those of discrimination. Rugged, DEPENDable. Develops 1.1 N.O.A. Certified Brake H.P. at 4000 R.P.M.



MODEL DS ★ A modern De Luxe single, similar in size and power to Model LS but with such added features as complete streamlined powerhead enclosure. Ready-Pull starter, quick accessibility to spark plug, solid, cast aluminum gasoline tank. The Full Pivot Reverse combined with Underwater Exhaust and the provisions for consistent low speed running make this model the "Life Aristocrat" of the fisherman, the finest fishing motor Johnson has ever built. Develops 2.3 N.O.A. Certified Brake H.P. at 4000 R.P.M.

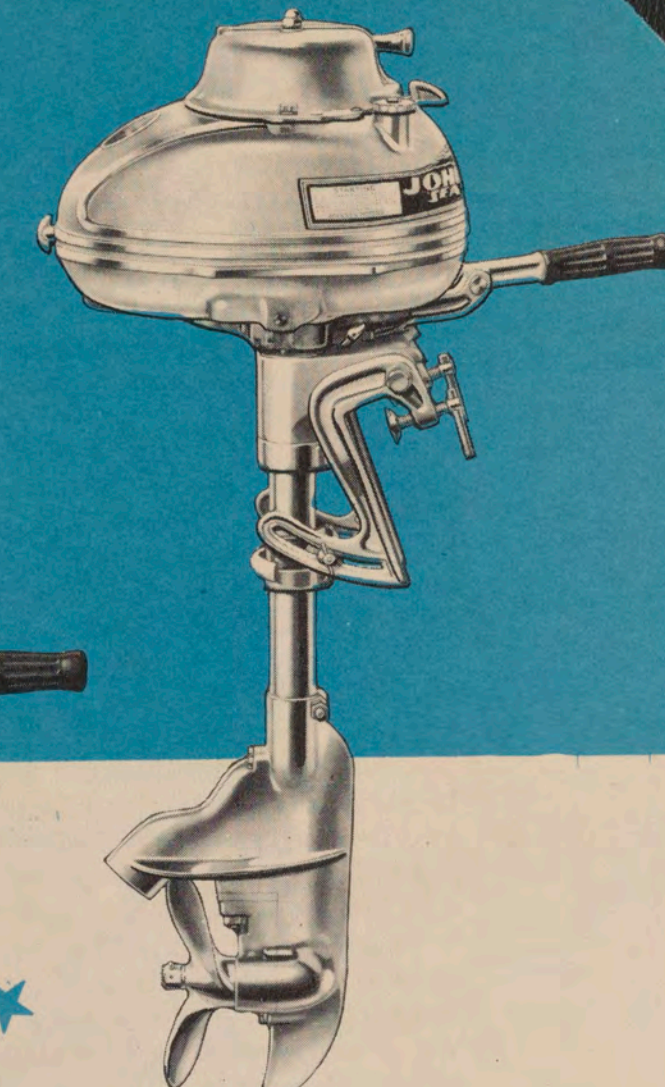
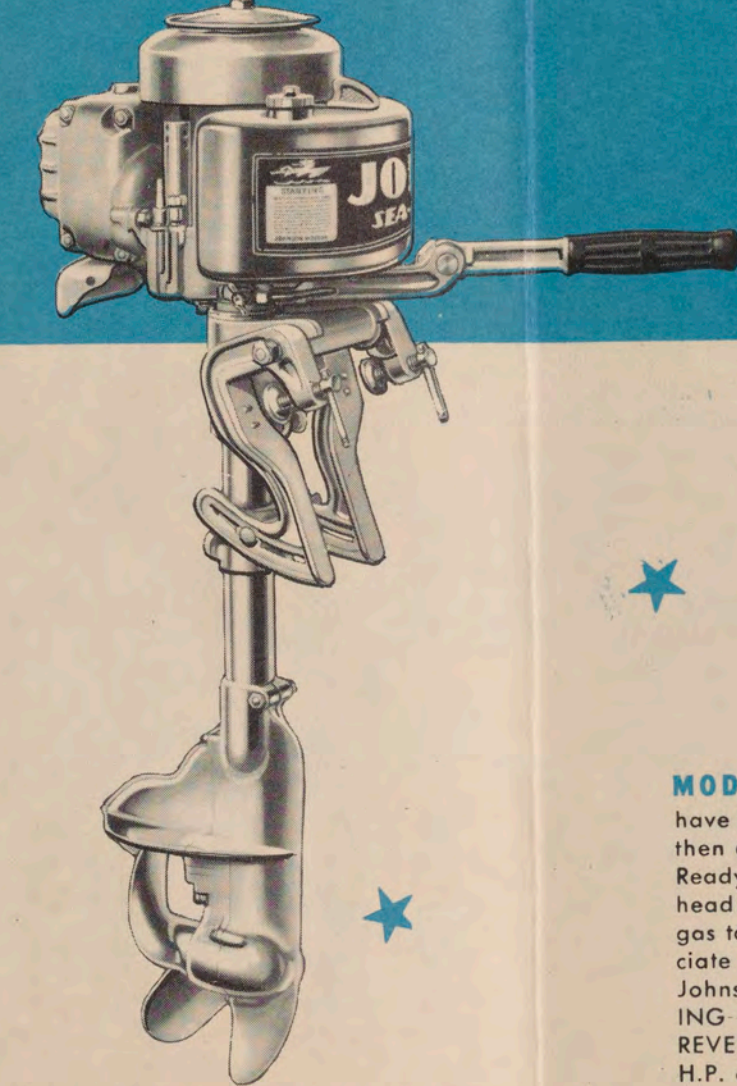


MODEL LS ★ A light single with combined FULL PIVOT REVERSE and UNDERWATER EXHAUST. Protected spark plug, improved starting with primer, positive plunger pump, and combined third port and rotary valve intake, for slow speed operation (for trolling). Has synchro-control, patented oiling system, balanced crankshaft, hardened steel gears, patented co-pilot, grease seals, shock-absorber drive, reverse flux magneto, and numerous other features. Develops 2.3 N.O.A. Certified Brake H.P. at 4000 R.P.M.



MODEL 210 ★ Johnson's famous opposed light twin with fundamentally the same powerhead that has created a world-wide reputation for stamina, dependability and long life. With such features as underwater exhaust combined with pre-expansion muffler, pressure-vacuum cooling, grease seal, directional propeller steering, float-feed carburetor with throttle control, protective steering rail, hardened alloy-steel gears, slow speed operation (for trolling.) Develops 3.5 N.O.A. Certified Brake H.P. at 3000 R.P.M.

MODEL LT ★ All combined in this lightweight, medium priced twin, ALTERNATE FIRING—UNDERWATER EXHAUST and FULL PIVOT REVERSE. A host of other features too, such as spark plug enclosure, starting primer, synchro-control, grease seals, shock absorber drive, reverse-flux magneto, combined rotary valve and third port intake, slowest speed for trolling, positive plunger pump cooling, float feed carburetor, patented co-pilot, hardened steel gears. Develops 4.5 Certified Brake H.P. at 4000 R.P.M.



MODEL DT ★ Consider all the features that have been built into the Light Twin Model LT and then add such standard equipment features as the Ready-Pull starter, complete streamlined powerhead enclosure with spark plugs accessible, solid gas tank, carburetor silencer, and you can appreciate that this is the finest DeLuxe twin motor Johnson has ever built. Featuring, ALTERNATE FIRING—UNDERWATER EXHAUST AND FULL PIVOT REVERSE. Develops 4.5 N.O.A. Certified Brake H.P. at 4000 R.P.M.

Antique Boat Museum



Johnson invites you to check the new 1938 Sea-Horses point by point, feature by feature, dollar for dollar against any other outboard motors

in the field. Further — ask ANY outboard owner you know for his opinion on Sea-Horse DEPENDability. Finally, accept Johnson's sixteen year old invitation — "Get into a boat and SEE FOR YOURSELF."

For more than sixteen years Johnson has devoted its great engineering talent, its unsurpassed development and manufacturing facilities, its experience and resources to the end that Johnson Sea-Horses may be the LEADERS in the field of outboard motoring. The 1938 series are obviously leaders — surpassing even Johnson's previous achievements in Performance, Comfort, Value and DEPENDability.

JOHNSON MOTORS

Waukegan, Illinois, U. S. A.

