



Antique Boat Museum

★ *all* THE NEWER

OF THE NEW!

all THE BETTER

OF THE BEST!



JOHNSON MOTORS, WAUKEGAN, ILLINOIS, U. S. A.

100M-12-36-W

Johnson Motors of Canada, Peterboro, Canada

LITHO. IN U. S. A.

Smoothness

ALTERNATE FIRING

★ Originated for the boating lovers of America — by Johnson; perfected through the years — by Johnson; Alternate Firing in twin cylinder outboard motors now reaches the peak of perfection in the two NEW Twin Models LT and DT for 1937. Two impulses per revolution instead of one, each impulse half as strong, provides a smoothness not attainable in other types.

Quiet

UNDER WATER EXHAUST

★ Not only in the two NEW twin motors, but also in the two NEW singles, quietness heretofore unsurpassed in any Johnson motor has been attained by carrying the exhaust gases away under water; by effective silencing of the carburetor intake. Instead of a raucous roar, only a quiet purr is heard by either the occupants of the boat or those on shore. And it is in *combination* with Full Pivot Reverse!

Flexibility

FULL PIVOT REVERSE

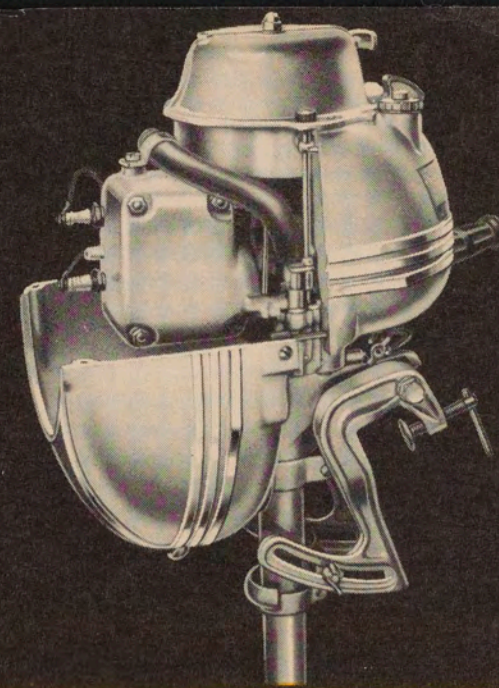
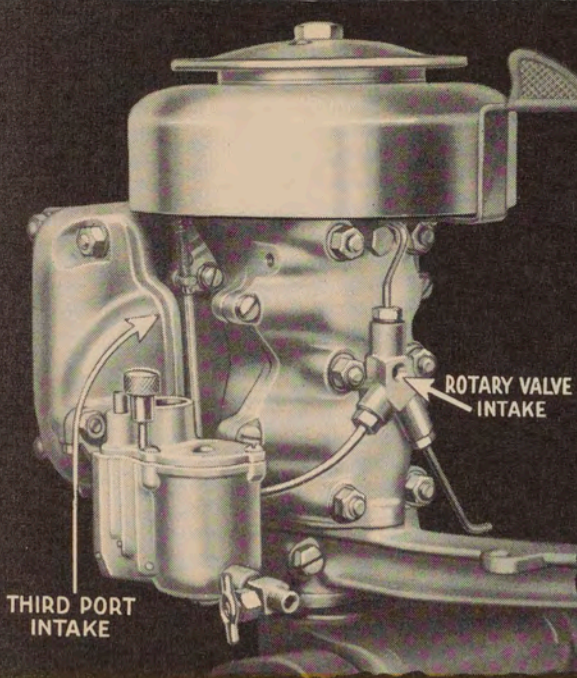
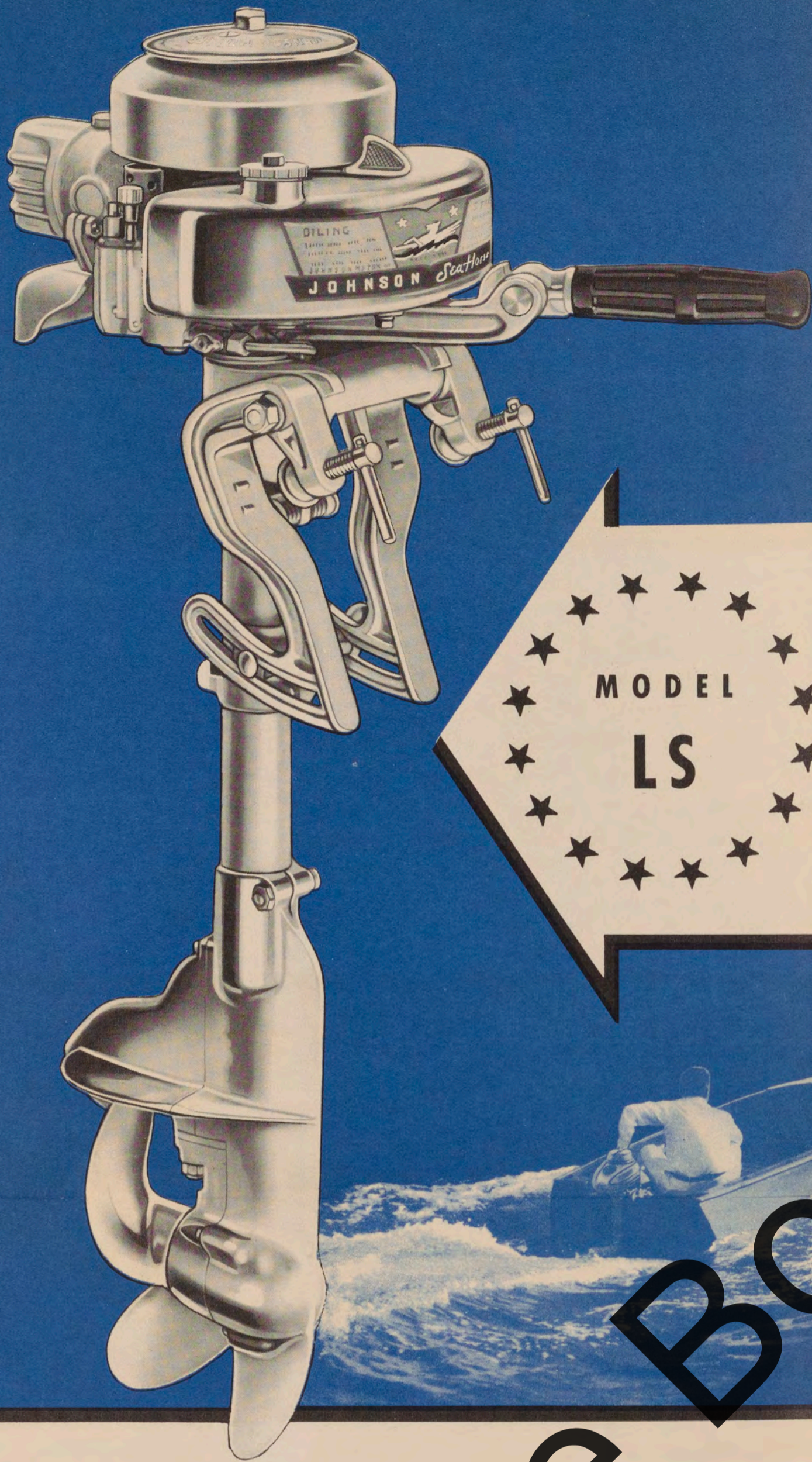
★ The first Johnson outboard motor that came off the line in 1921 won the instant acclaim of the boating world because of its maneuvering flexibility. It had Full Pivot Reverse; it would drive the boat forward, backward, sidewise — in any direction, simply by pivoting or swinging the motor around. The NEW Johnson Motors LS, DS, LT and DT have this built-in patented performance feature. And it is COMBINED with Under Water Exhaust!

Beauty

TRUE STREAMLINE DESIGN

★ True beauty is valued most highly when with it go performance and sound constructional value. The NEW DeLuxe models DS and DT for 1937 are streamlined; they look as good as they are. Natural finish aluminum, coated with a transparent protective covering, with polished decorations, give these models a distinctiveness of appearance which matches their distinctive performance.

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SLOW TROLLING SPEED

A COMBINATION of Third Port and Rotary Valve intake permits operation at slowest trolling speeds ever obtained by a Johnson, makes starting easy. The use of both is automatically controlled. (Models LS, DS, LT, DT.)

PROTECTED SPARK PLUGS

Spark plugs protected from rain, spray, accidental shocks, by an easily removable cover. Thus, dependable, carefree operation under all operating conditions is assured. (Models LS, DS, LT, DT.) (Model DT is illustrated.)

**MODEL
LS**

The NEW All-Star Model LS (Light Single) is a mechanical marvel of motordom. From its forged dome, reverse-flux magneto that produces hot ignition sparks at speeds you can almost count by eye, clear down to its sealed gearcase with its hardened steel gears and Shock Absorber Drive, it contains those performance and control features that really make an outboard motor worth-while. Synchro-Control, Third-Port and Rotary Valve intake, Float-feed Carburetor with throttle Primer starting, Protected accessible spark plugs, Patented Co-Pilot, and that great combination found only in Johnson Sea Horses — Full Pivot Reverse combined with Under Water Exhaust.

The NEW All-Star Model LT (Light Twin) has everything in the LS and more. It is not a twin with opposed cylinders that fire simultaneously once per revolution, it's an *Alternate Firing Twin!* Alternate Firing heretofore has been available only in larger, more powerful, much more costly motors — now its silken smooth power flow is offered in a utility motor priced many dollars lower. Double the piston displacement of the single, double the power, yet smooth, quiet, economical and capable of that "tick-tock" slow speed which measures off the "inches per minute" of perfect trolling. Instantly capable too, of that swift Song of Power that takes you where you want to go when you're in a hurry.

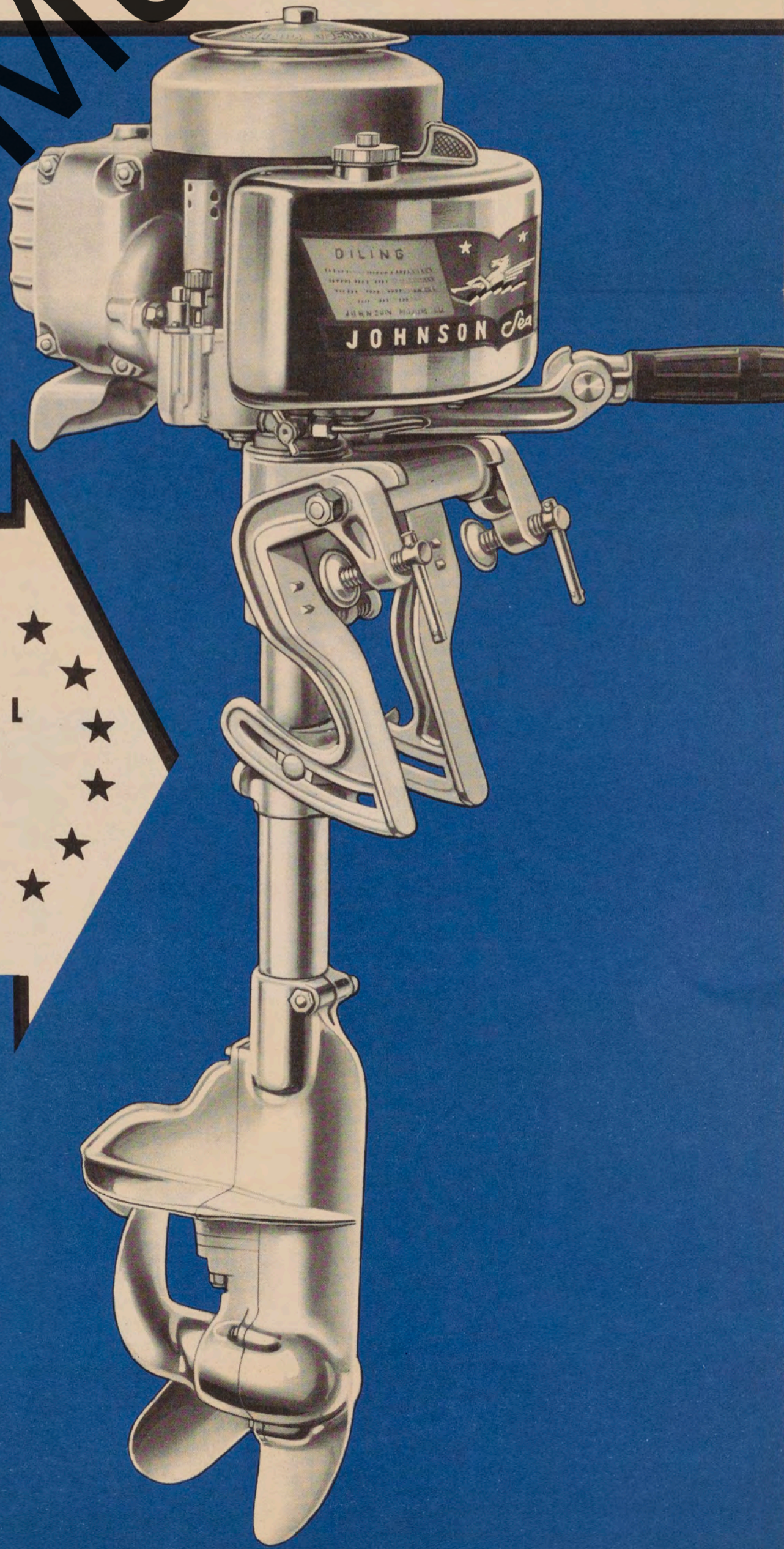
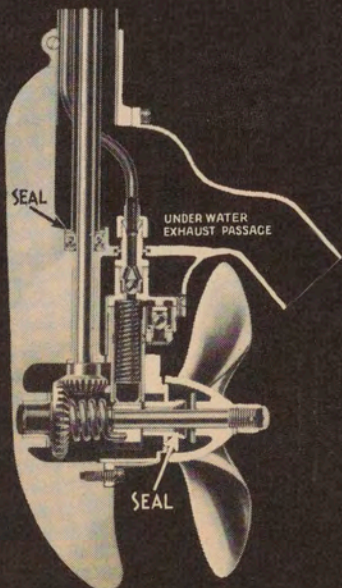
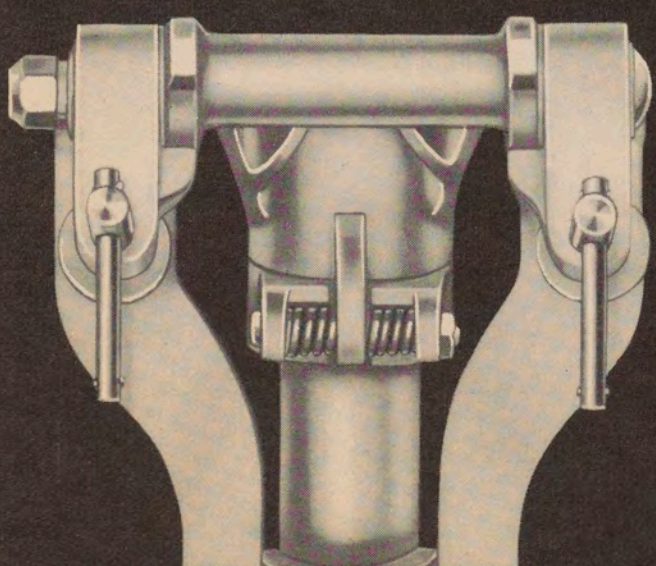
**MODEL
LT**

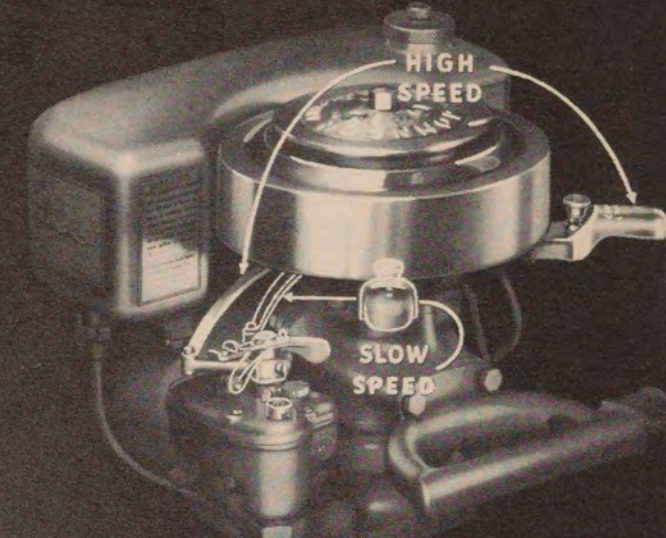
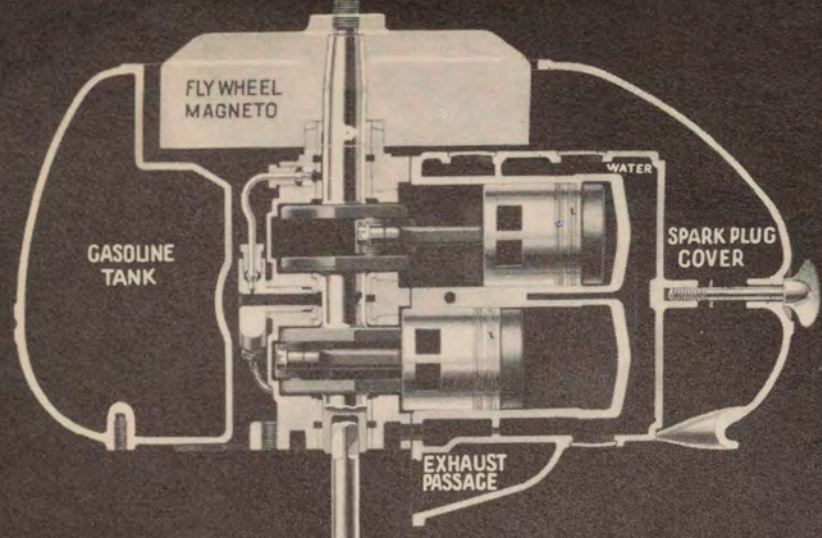
PATENTED CO-PILOT

Patented Co-Pilot, known as "The Unseen Hand" that takes hold of the motor when you let go," permits the operator to leave the motor unattended when under way, unnecessary to continually steer. (Models LS, DS, LT, DT.)

SEALED GEARCASE

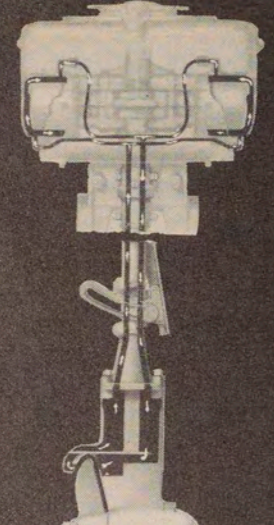
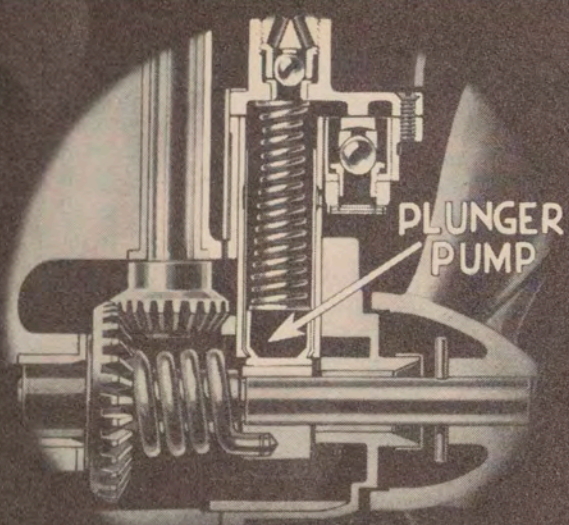
The gearcase is sealed — keeps water out, keeps grease in. A rotary seal on both the propeller and pinion shafts prevents leakage. With ample grease capacity, only infrequent attention is necessary. (Models LS, DS, LT, DT.)





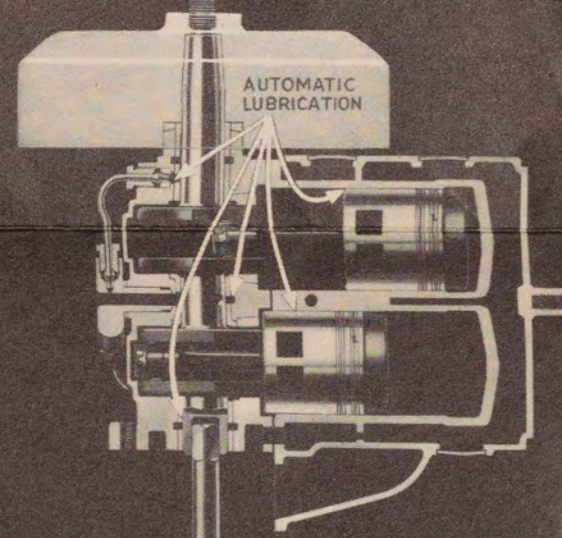
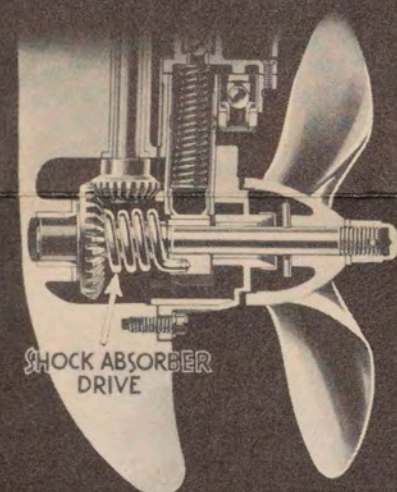
ALTERNATE FIRING TWIN
 ••• names a type of superlatively smooth outboard motor. Johnson has perfected it during the past seven years. Models LT, DT, AA and KA feature this construction which provides easier starting, smoother running, less noise — COMBINED with Full Pivot Reverse AND Under Water Exhaust.

SYNCHRO-CONTROL
 ••• concentrates the full speed range, slowest to fastest, in one simple, accessible lever. Spark timing interconnected with throttle in proper relation. No groping or fumbling. Operation is therefore greatly simplified. A big feature found in (Models LS, DS, LT, DT, AA and KA.) (Model AA illustrated.)



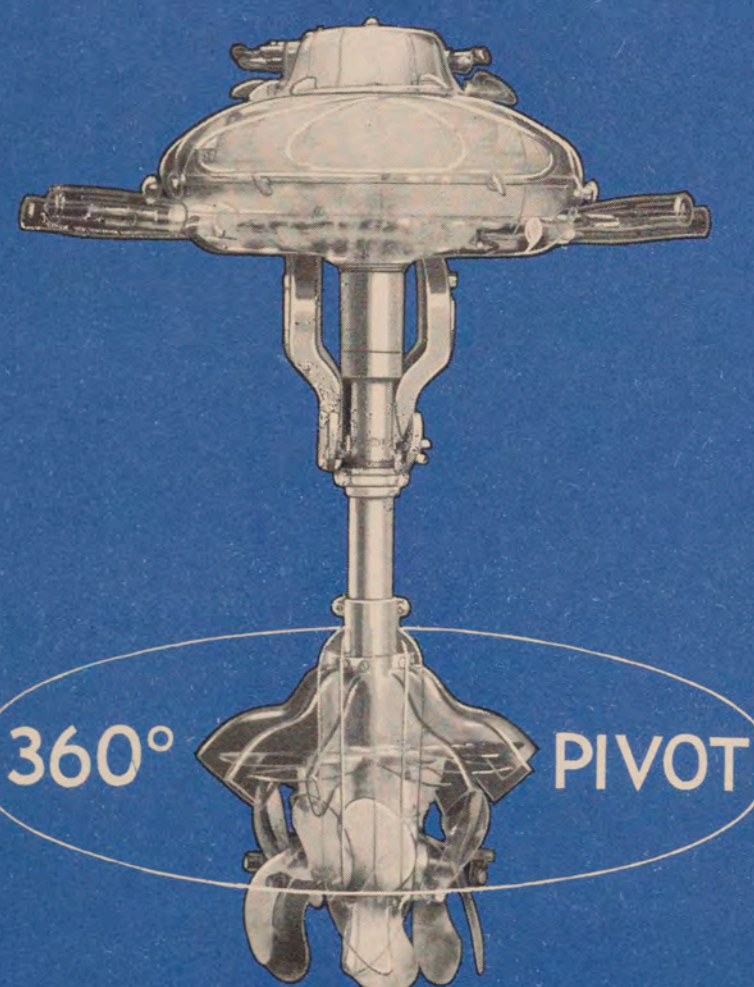
POSITIVE PLUNGER PUMP
 ••• is operated from slow speed propeller shaft, fully enclosed, lubricated. Large oversize capacity for ample cooling water at all speeds. Stainless steel ball check valves and replaceable stainless steel seats for longest life. Bronze barrel and plunger. Screened intake (Models LS, DS, LT and DT.)

COMPLETE WATER COOLING
 ••• is a feature of all Johnson Motors. Cylinder barrels, heads and bases have ample water-jacket space. Models LS, DS, LT, DT have plunger pumps while models 110, 210, AA, KA and PO have the patented pressure-vacuum system. Under water exhaust passages are also water cooled.



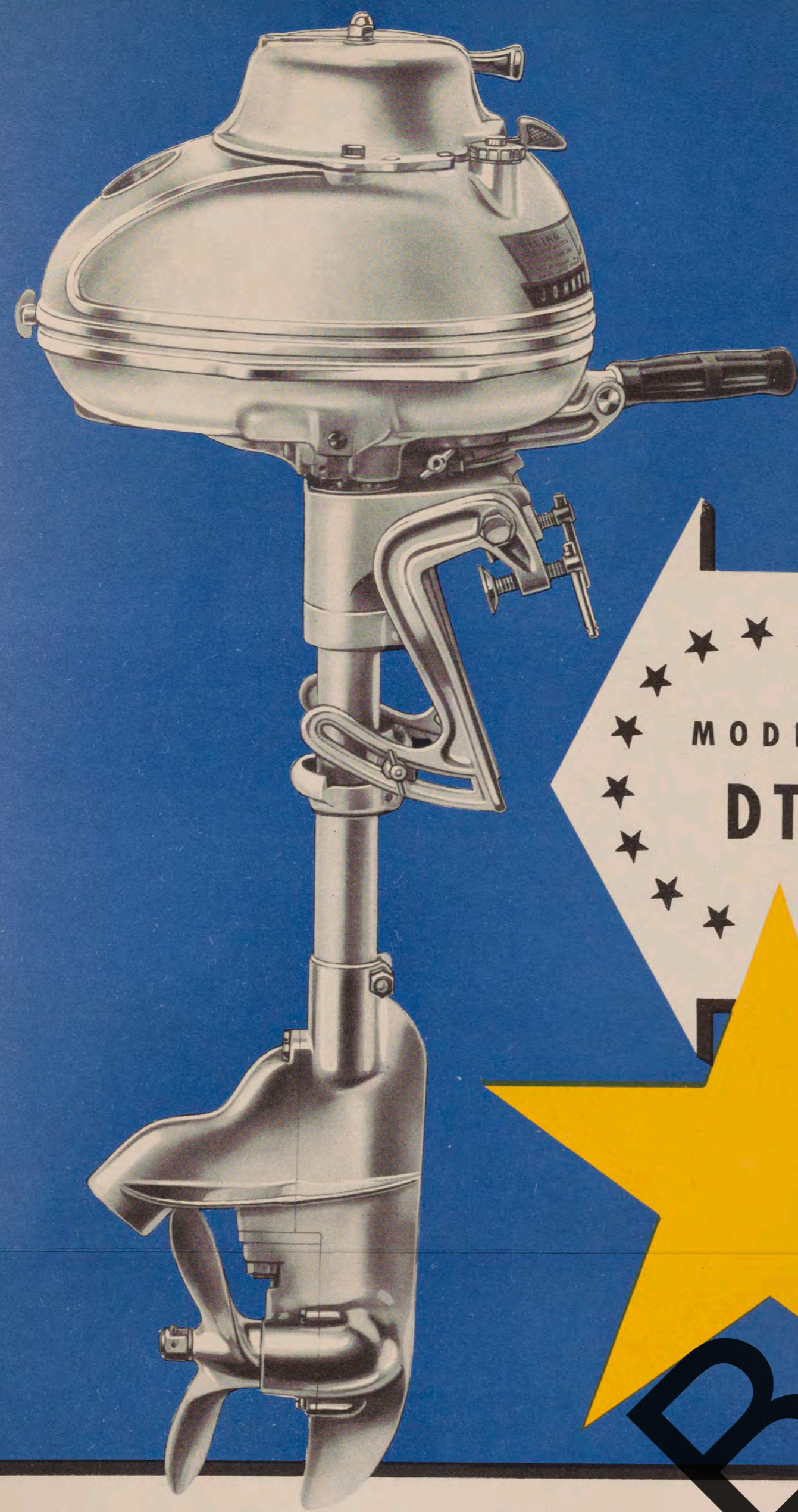
SHOCK ABSORBER
 ••• is a spring device built into the gearcase, absorbs the shock when the propeller hits solid objects, rocks, logs, stumps, or when beaching the boat. Prevents shearing (breakage) of pins and protects mechanism. Carefree operation in good fishing waters. Models LS, DS, LT, DT and in modified form in AA.

AUTOMATIC LUBRICATION
 ••• contributes to the long life for which all Johnson Sea Horses are famous. 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 parts. No oil holes or grease cups to need attention.

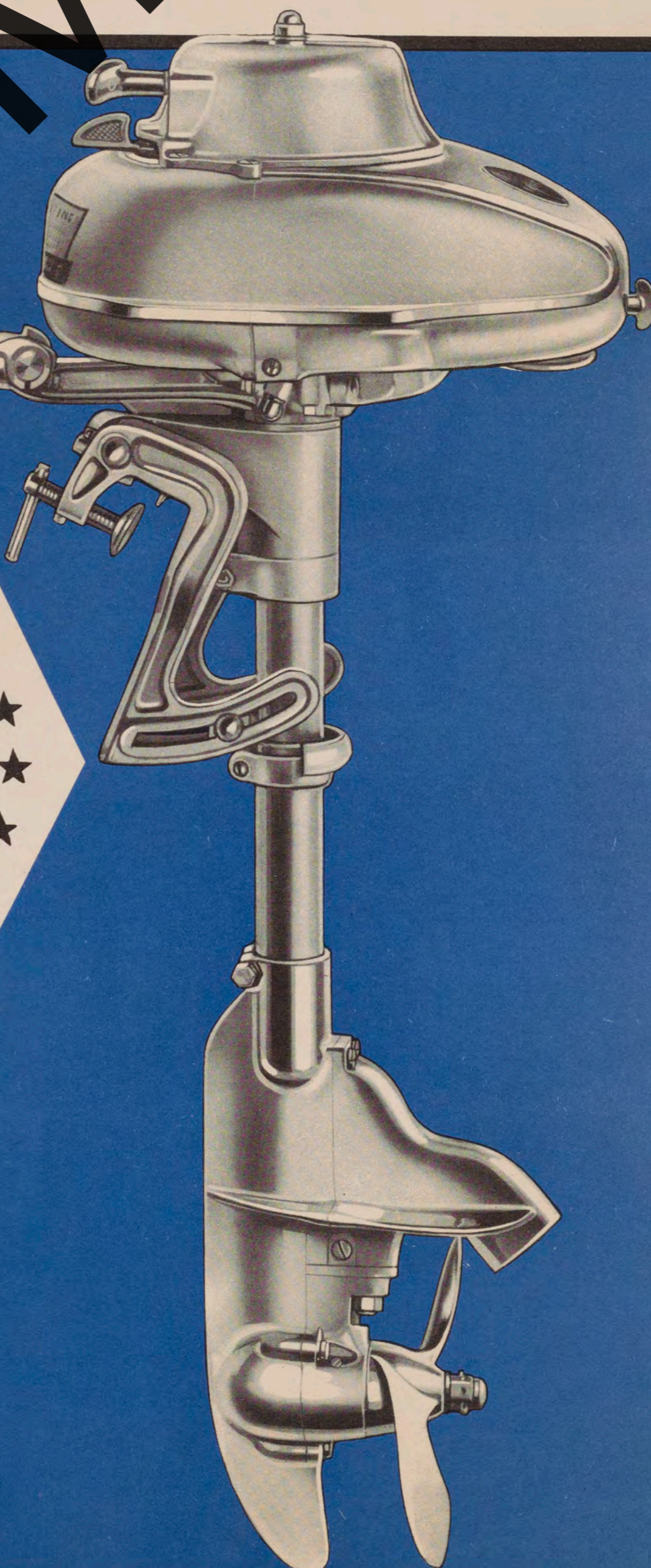


360° PIVOT

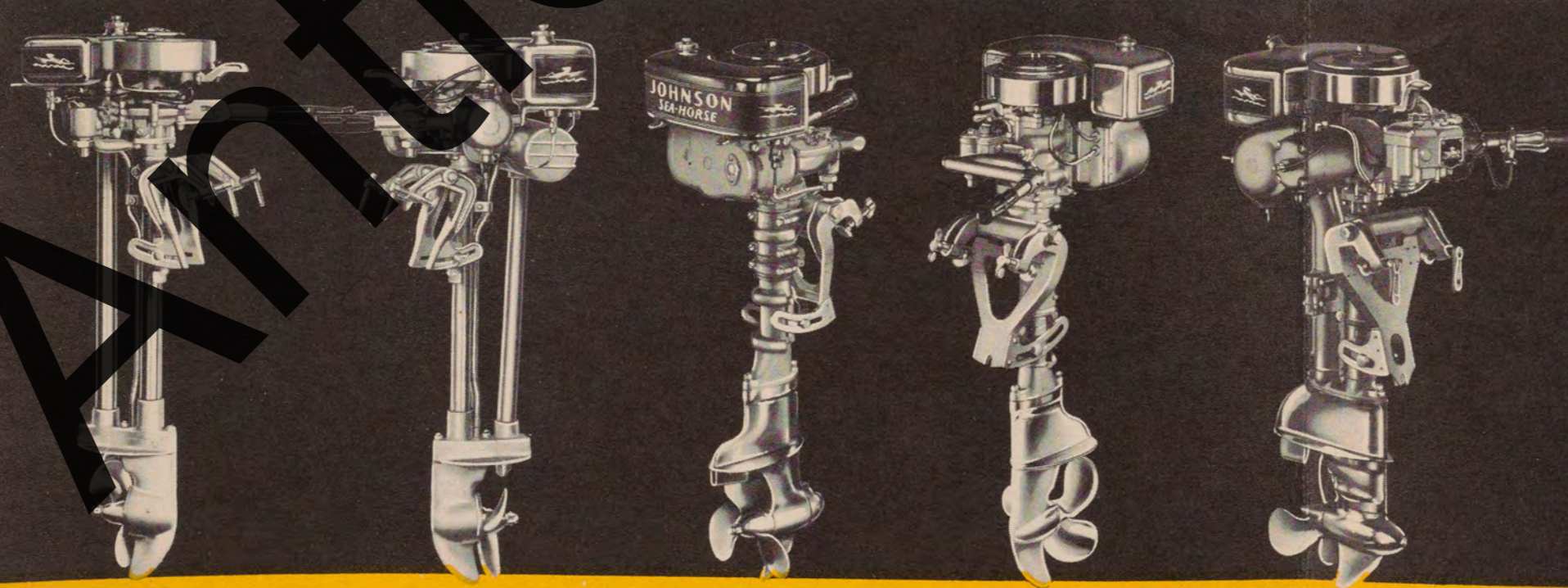
Full Pivot Reverse AND Under Water Exhaust are COMBINED to provide the ultimate in outboard motor performance. Some motors have one or the other, only Johnson Sea Horses have both. And in former years both combined have been available only in motors of higher power, higher price. Full Pivot Reverse means complete maneuverability. Under Water Exhaust means quiet and elimination of exhaust fumes from the boat. Together, they mean more complete comfort, control, satisfaction.



The NEW All-Star Model DT (DeLuxe Twin) is a "DeLuxe Edition" of the LT. Add these features into the most complete modern development of a Johnson Alternate Firing construction: Full Pivot Reverse combined with Under Water Exhaust; Ready-Pull starter; complete powerhead enclosure; combined Thrift-Port and Rotary Valve intake; Primer starting; Float-Feed carburetor; Patented Cool-Flor; Synchro-Control; Shock Absorber Drive; Positive Plunger-pump cooling; true Streamlined Beauty; and the smoothness of Perfected Alternate Firing. Examine all these and the other features which have been built-in to make the DeLuxe Twin so much more in power, features, control, performance, and in DEPENDability than Johnson has ever before been able to offer at any price.



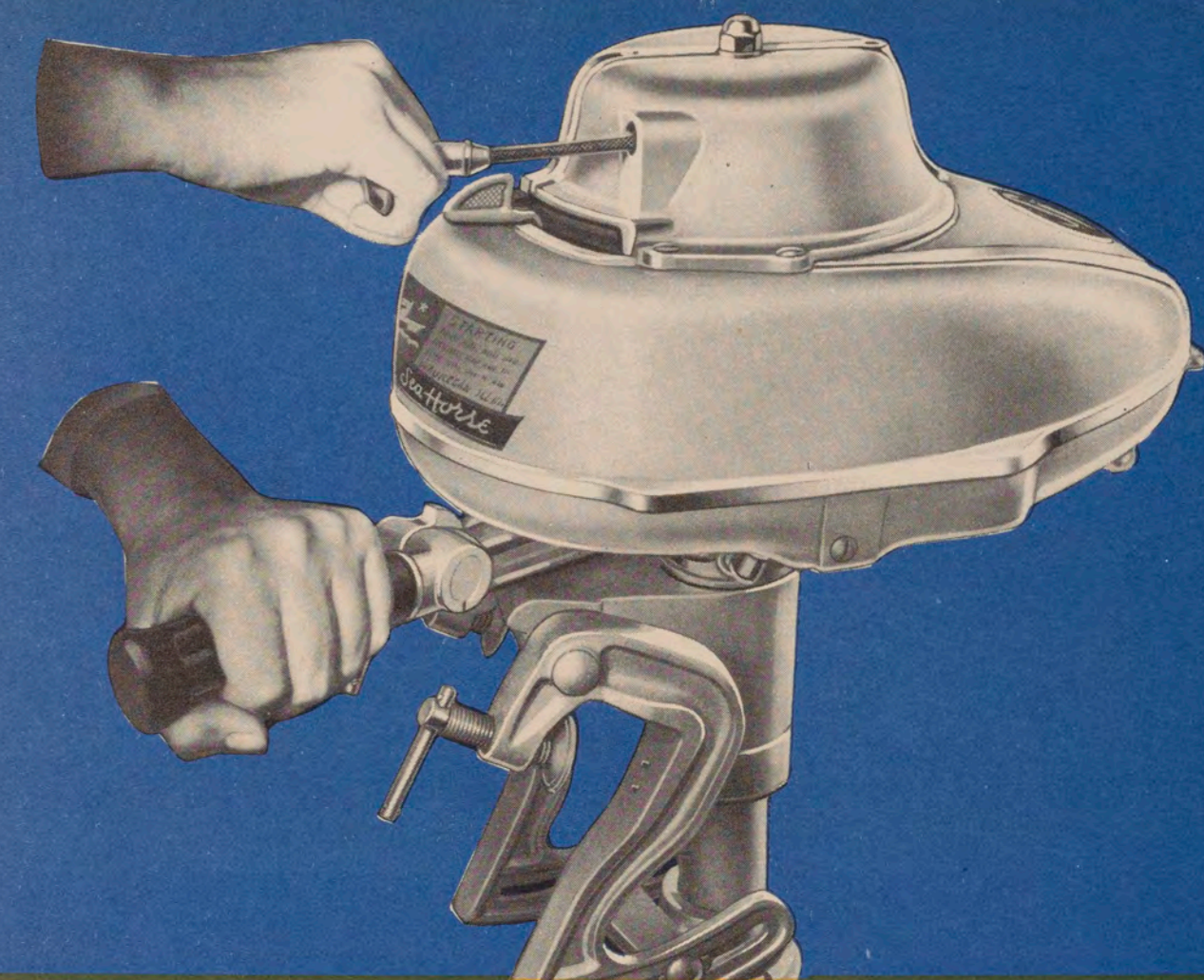
The NEW All-Star Model DS (DeLuxe Single) contains all the performance features of its blood brother LS but has been given, in addition, that modern touch of Streamline Design which sets apart the best from the good. The powerhead is completely enclosed, yet every vital part is accessible: Turn a thumb screw, slide and drop the "oil" and the spark plugs are "there." No tools, no lost parts, no wasted time. But further, the new Ready-Pull is also added. It's a handy enclosed, built-in device atop the enclosure, over the flywheel; it banishes the starting cord. Just a quick easy pull on its handle and the motor spins. Release it, and the cord instantly re-winds ready again for another start. No moving parts while the motor is running. Standard equipment, no extra cost.



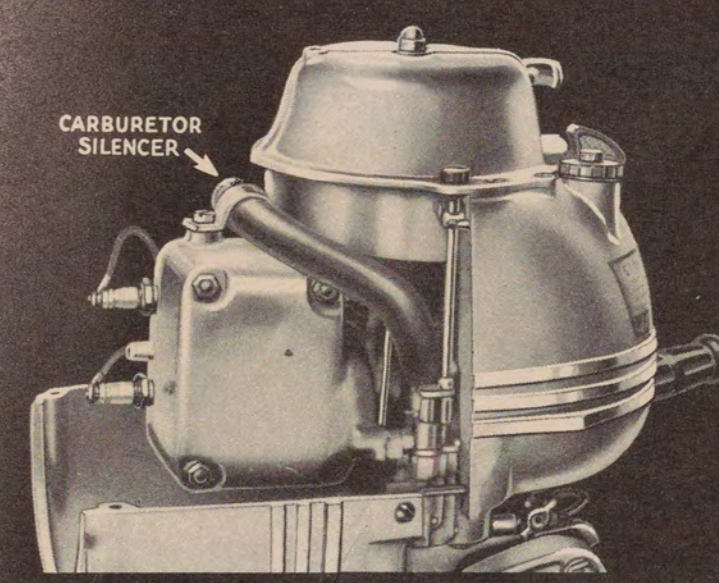
There are NINE All-Star Sea Horses in the line — nine different models that fit the varied needs of every outboard motor type of service; fit also, every purse and purpose . . . Here are the FIVE other Sea Horses than the four herein described. Model 110, the small single; Model 210, the opposed type light twin; Model AA, the original Johnson Light Alternate Firing Twin; Model KA, the bigger brother of Model AA, and Model PO, the super-power opposed twin for large boats, heavy loads, fast speeds . . . All models are fully described in the Sea Horse Handy Chart, free for the asking.

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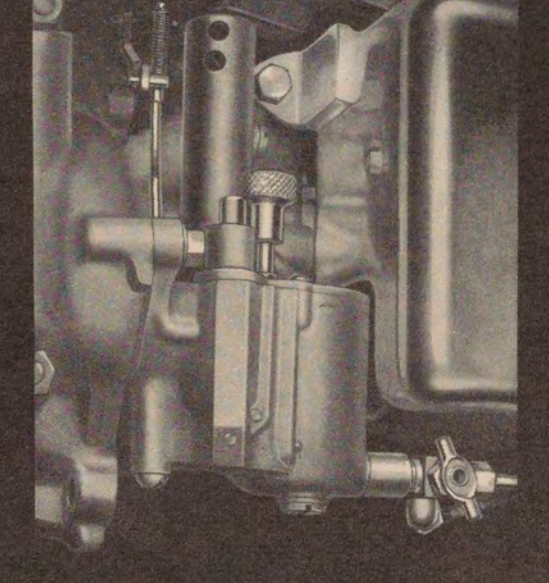
JOHNSON ALL-STAR Sea Horses



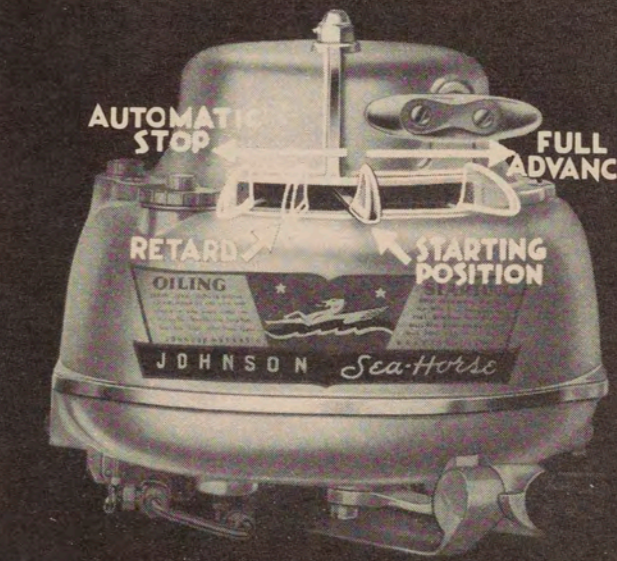
READY-PULL
 ••• is new, entirely new. It finishes and completes the streamline which encloses the powerhead. It is ever-ready as a starting mechanism. A short, quick, easy pull on the handle and it grips the flywheel, spins the motor, release the pull and it re-winds the cord for another start. Yet, when the motor is running, there is no moving part to wear. Strong protected bronze cable winds on a hidden, spring-loaded drum. Hardened steel pawls, centrifugally governed automatically connect the drum to the flywheel. It is simple — it is effective.



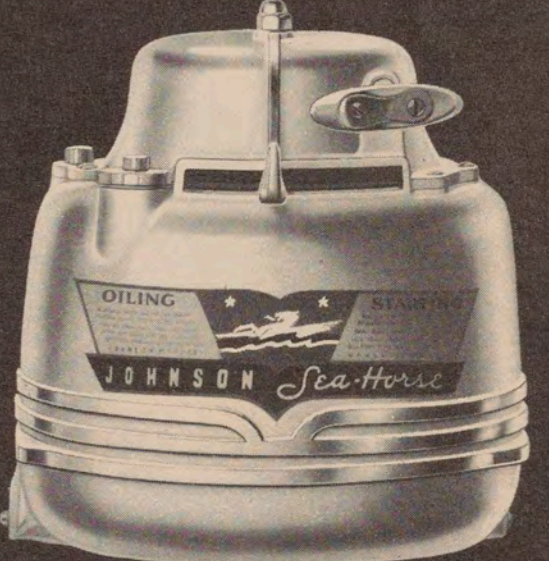
CARBURETOR INTAKE SILENCER
 ••• is the result of long weeks and days of research in the development of a device which will effectually silence the rush of air into the carburetor (at 4000 impulses per minute) and still not seriously cut down the power of the motor. This new device contributes in no small measure to comfort and satisfaction.



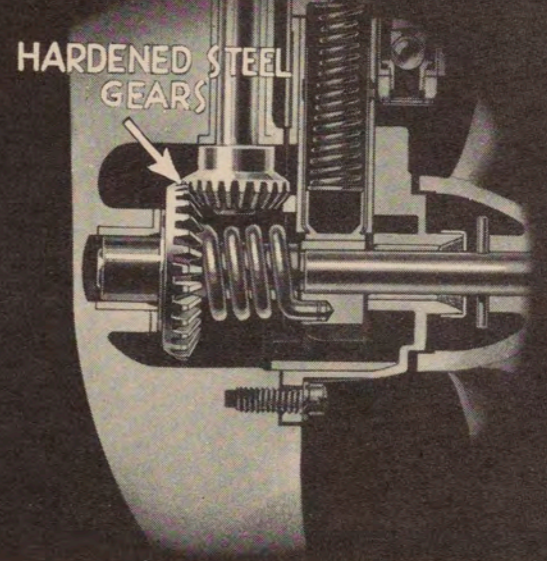
POSITIVE PRIMER
 ••• for quick, easy starting, is a new carburetor device. Instead of "choking" the carburetor, simply press the primer three or four strokes, forcing a positive gasoline charge into the rotary valve intake. A quick, easy pull on the starter cord and away you go! (Models LS, DS, LT and DT.)



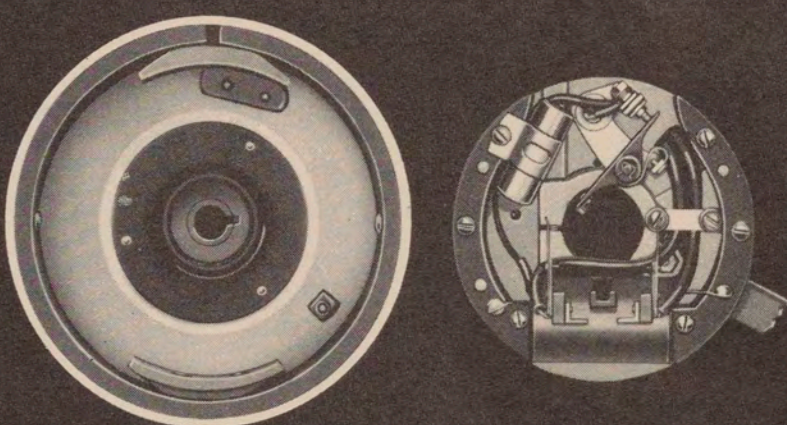
AUTOMATIC STOP
 ••• there is no "button" to find or fumble on these motors; stopping is made much more simple. Simply swing the Speed Control lever to the "low-speed" position as far as it will go and the magneto is automatically grounded, the spark is cut out, the motor stops. Another added convenience. (Models LS, DS, LT, DT, have this worthwhile feature.)



SOLID GAS TANK
 ••• think of a gasoline tank that has all these advantages: solid cast aluminum; cannot leak; will not dent; placed in "front" position for easy filling; adds to streamline contour and beauty of motor; with ample fuel capacity for an hour. That is the costly but better construction used in models DS and DT.



HARD STEEL GEARS
 ••• the gears in an outboard motor can be made of any of several hundred kinds of steel, or even of bronze, and while new will perform perfectly, Johnson uses only alloy-steel, heat-treated, hardened in electric furnaces, precision cut in the Johnson factory, for long years of dependable service.



HOT SPARK MAGNETOS
 ••• the special reverse-flux flywheel magneto built by Johnson gives a hotter spark, particularly at starting speeds. All magnetos used on Sea Horse Motors are designed and built in the Johnson factory where qualified electrical engineers control every process. Sea Horses are famous for easy starting.



JOHNSON
ALL-STAR
Sea Horses

Antique Boat Museum

1937

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