

HANDY CHART

1937



A L L S T A R S E R I E S

J O H N S O N

Sea Horse

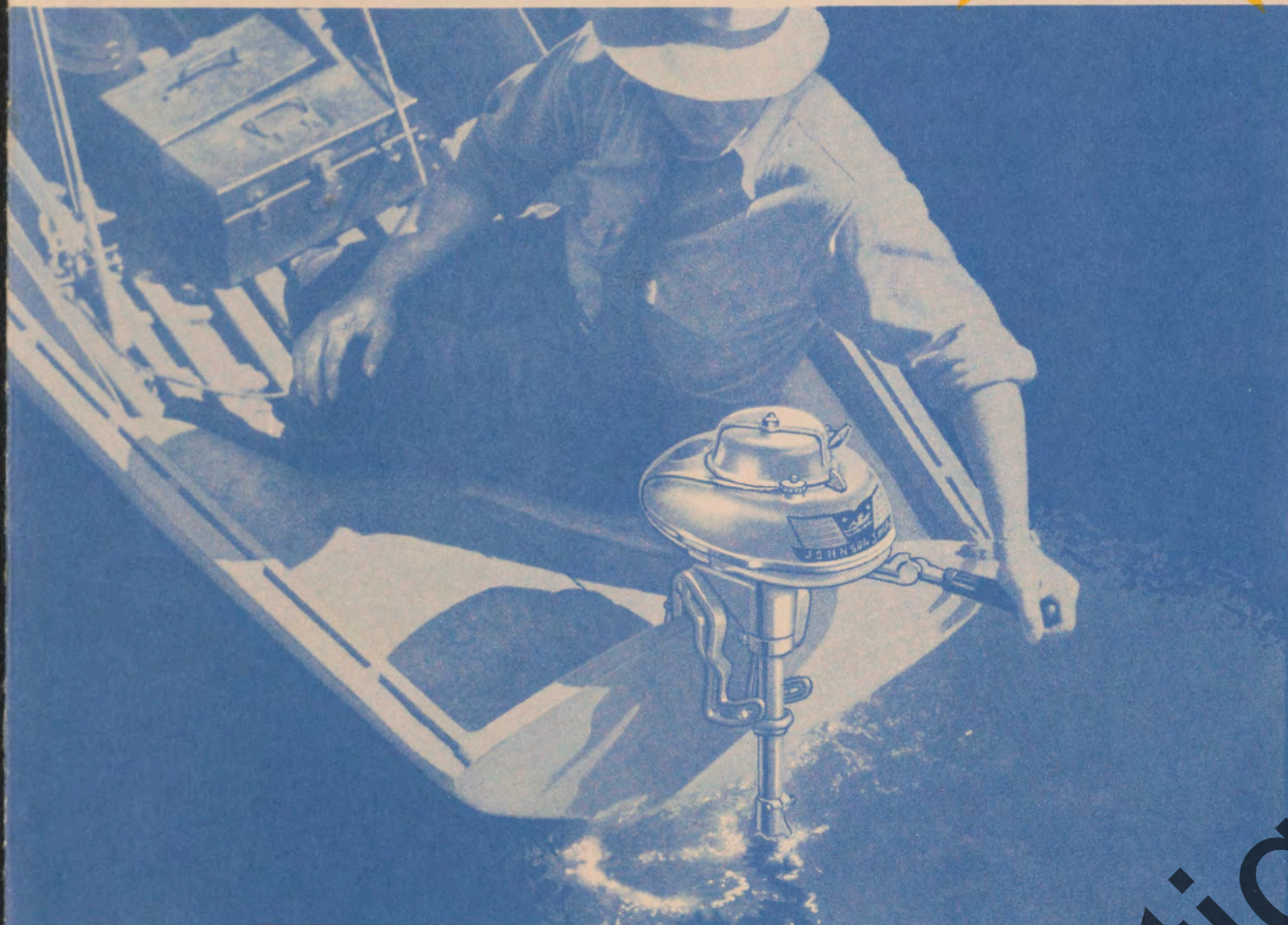
O U T B O A R D M O T O R S

A L L S T A R



DEPENDABILITY

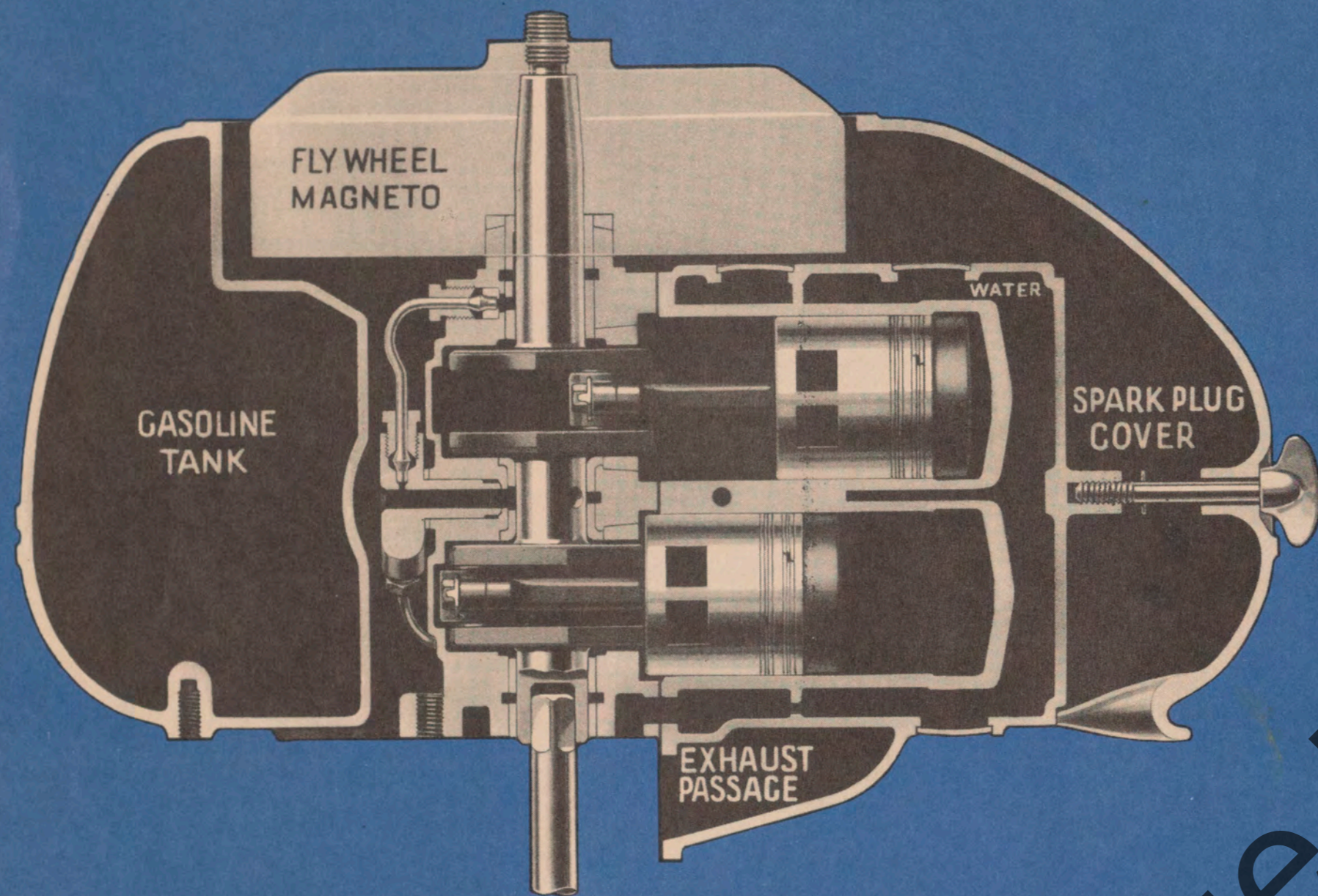
Every one of the nine Sea Horses in the 1937 line is a Star in its own right. Only from a Star do you get a perfect performance, at every appearance. Only from a Star comes all those masterful accomplishments; all those perfected touches of detail. * * * Sea Horses start when YOU want to go — run as long as it is YOUR desire — “stay put” for those years and years of service which give YOU such complete satisfaction. You can **DEPEND** on them! That has been true for more than fifteen years; is more true than ever today. * * * Johnson Sea Horses are Dependable, not in just the ordinary, matter-of-fact way; but steadfastly, continuously, like a near and real friend. * * * Nor did this all “just happen.” It has been achieved by minute attention to detail in design, in construction, in selection and testing of materials. More than that, it is the result of a continued, iron-clad, pridelul policy that says, “Johnson Sea Horses *must* be superior outboard motors.”



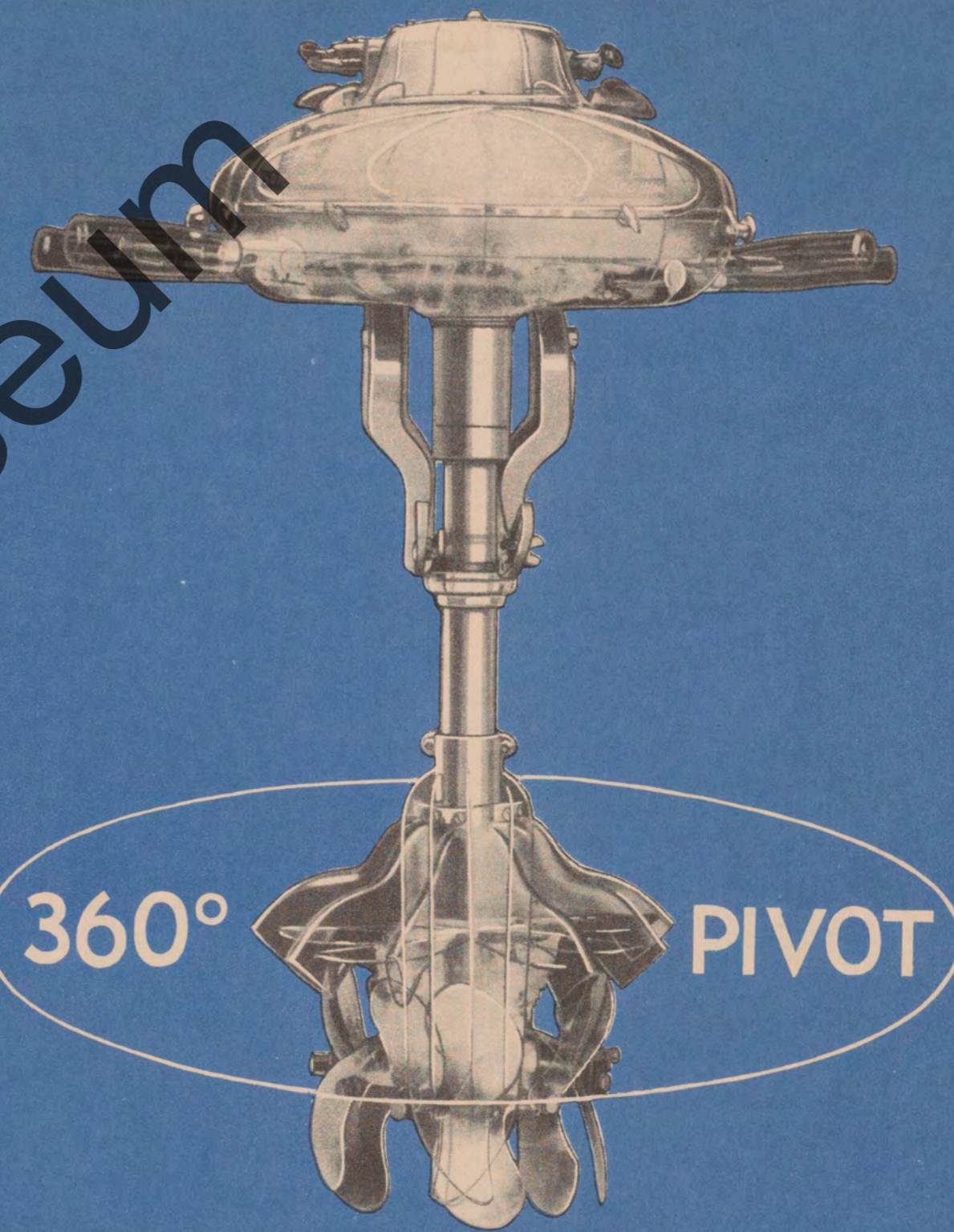
A L L T H E N E W E R O F T H E N E W

A L L T H E B E T T E R O F T H E B E S T

Antique Boat Museum



★ **"ALTERNATE FIRING TWIN"** names a type of superlatively smooth outboard motor. Johnson has perfected this type during the past seven years. Now two new alternate firing models are added to the line. Models LT, DT, AA and KA feature this construction which provides easier starting, smoother running, less vibration, less noise—modern performance. And it is combined with Full Pivot Reverse and Under Water Exhaust. Be sure to get all these features for "top" performance.



★ **"FULL PIVOT REVERSE combined WITH UNDER WATER EXHAUST"** is not an easy accomplishment but Johnson has it in no less than six of the All Star Sea Horses, heretofore available only in more costly models. The motor drives the boat forward, backward, sidewise—in any direction at any time. Sea Horses are the only outboard motors that have it, combined with Under Water Exhaust for quietness and to carry away all exhaust gases. Built for those who demand the ultimate in performance.



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 Models DS and DT at no extra cost.



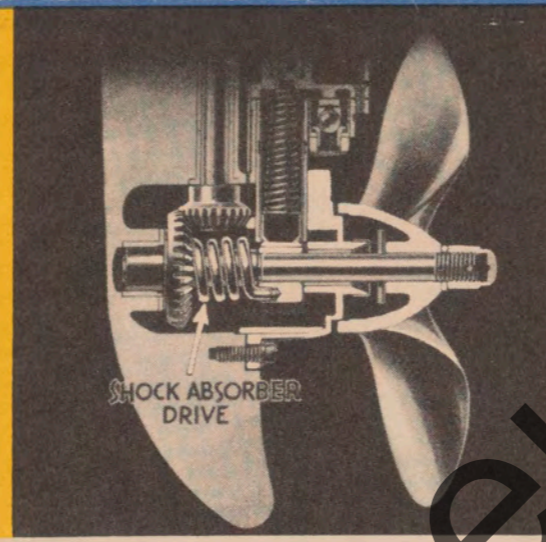
SPARK PLUG PROTECTION

••• with quick accessibility is provided in six of the All-Star Sea Horses. (Model DT illustrated). Shielded from rain, salt spray, yet no "sweating." A DEPENDability feature that owners appreciate. Models LS, DS, LT, DT, AA, and KA are so equipped.



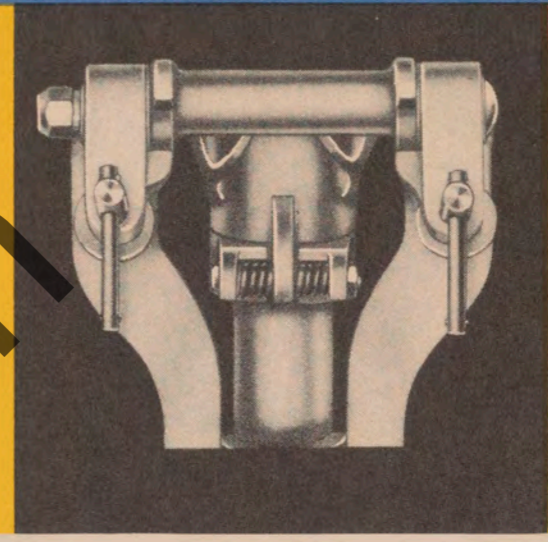
SYNCHRO-CONTROL

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



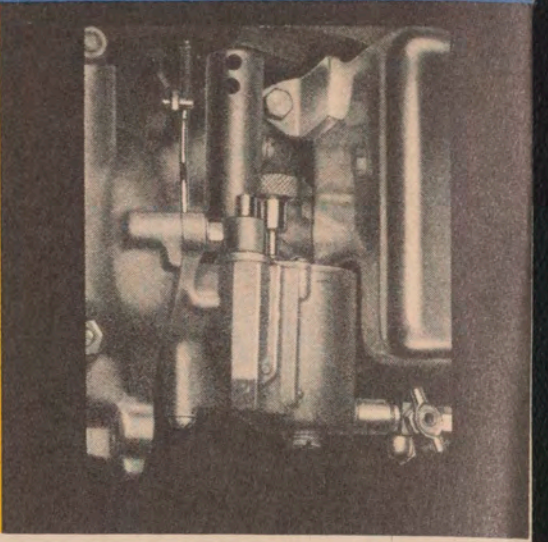
SHOCK ABSORBER

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



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 Models LS, DS, LT, DT, AA, and KA.



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 motor. A quick easy pull on the starter cord starts it. Models LS, DS, LT and DT.

ALL THE NEWER OF THE NEW . . . ALL THE BETTER OF THE BEST

COMBINED ROTARY VALVE AND THIRD PORT

••• 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. Operation is automatic. Result: The slowest trolling speeds ever attained by Johnson. Models LS, DS, LT and DT.

WEEDLESS STREAMLINED SEALED GEARCASE

••• with integral patented anti-cavitation plate contributes to easy propulsion, 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. Models LS, DS, LT and DT.

POSITIVE PLUNGER PUMP

••• is operated from slow speed propeller shaft, fully enclosed, lubricated. Large oversize capacity for ample cooling water at any speeds. Stainless steel ball check valves and replaceable stainless steel seats for longest life. Bronze barrel and plunger. Screened intake. Built into streamline gearcase, protected. Models LS, DS, LT and DT.

COUNTER BALANCED CRANKSHAFT

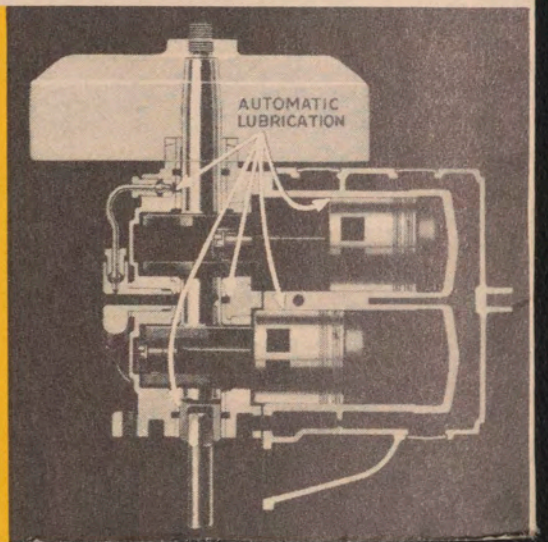
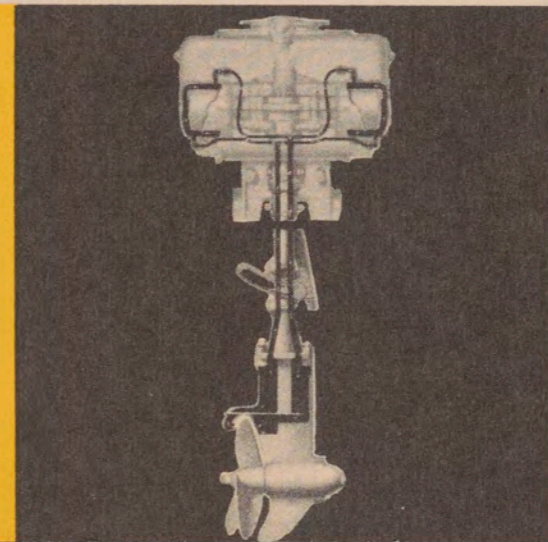
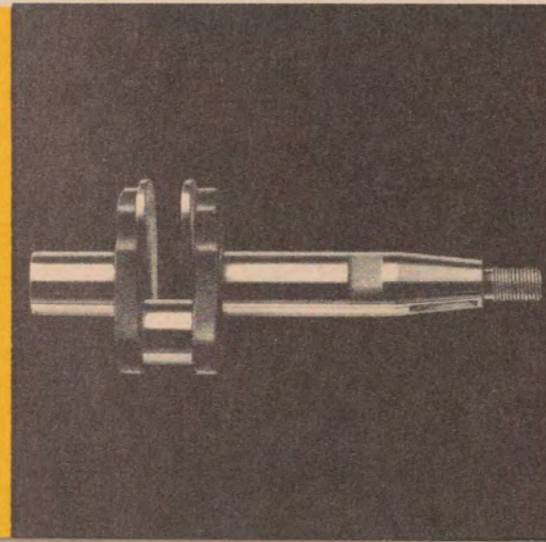
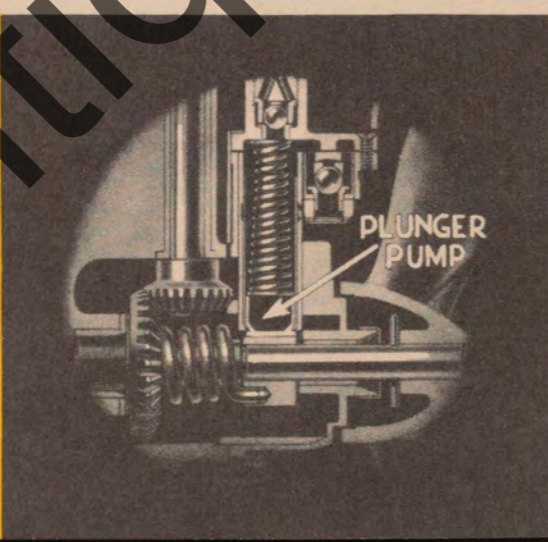
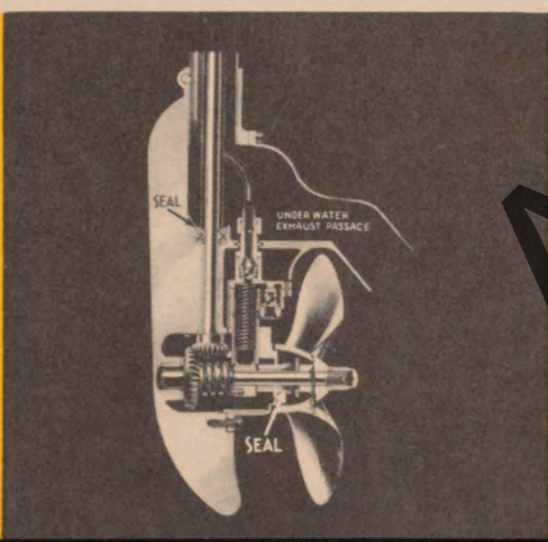
••• in both single and twin cylinder motors decreases vibration, lessens bearing loads. All Johnson crankshafts are forged from special alloy steel, heat-treated, hardened and ground to smooth finish and close tolerances, and illustrate fineness of workmanship throughout. Bearings, hard phosphor-bronze.

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 other models have the patented pressure-vacuum system. Underwater exhaust passage also water cooled. Sea Horses stay cool! (Model with pressure-vacuum cooling system is illustrated).

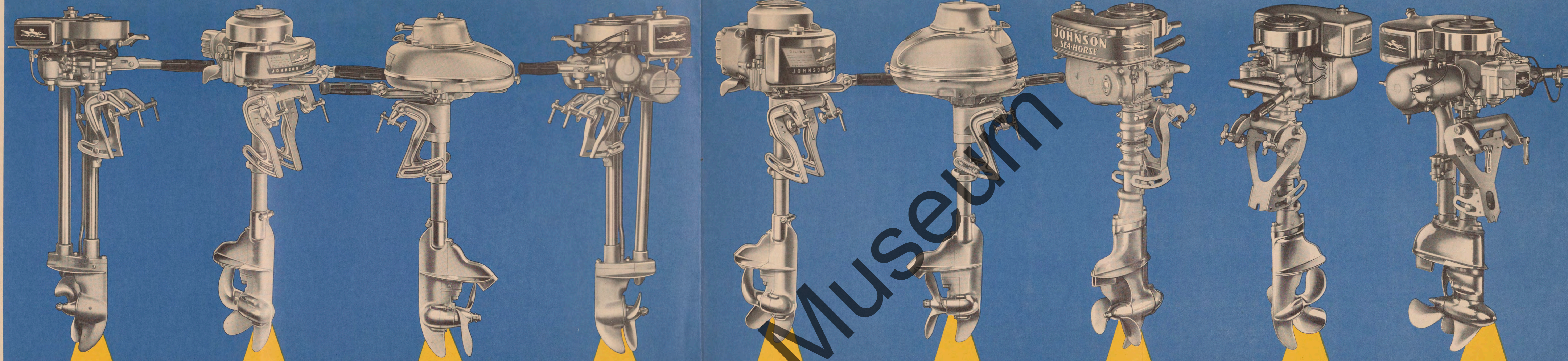
AUTOMATIC LUBRICATION

••• 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.



STANDARD FEATURES ON ALL MODELS

- ★ FULL TILTING propeller. Motor automatically tilts over obstructions, or for beaching boat or in shallows.
- ★ STEERING HANDLE tilts. More convenient to stow away or carry; prevents hitting boat seat; cushioned rubber grip.
- ★ GREASE SEAL on propeller shaft. (Also on pinion shaft in four models.) Keeps grease in, keeps water out.
- ★ ANTI-CAVITATION PLATE, cast integral with streamlined gear case, insures full propeller efficiency.
- ★ HARDENED STEEL GEARS, made by Johnson from finest alloy steel, heat treated.
- ★ STREAMLINED GEARCASE, cast from corrosion resisting alloys, with protective coating — low resistance in water.
- ★ FLOAT-FEED CARBURATOR. No check valves to wear or clog. Correct measuring of gasoline to air at all speeds. Economical.
- ★ THROTTLE CONTROL as well as spark advance and retard give consistent full-range performance.
- ★ LUBRICATION is automatic. Oil mixed with gasoline lubricates all powerhead parts; ample grease supply in gearcase.
- ★ INTERCHANGEABILITY of parts results from true precision workmanship.
- ★ FLYWHEEL MAGNETO ignition, manufactured by Johnson, hot spark at slowest speeds for starting, and running.
- ★ UNDER-WATER EXHAUST makes all Johnson motors exceptionally quiet.
- ★ EASY STARTING is accomplished in all Sea Horse motors by correct carburetion and efficient ignition.
- ★ DEPENDABILITY is proven and results from the Johnson policy of only the best in materials and workmanship.



MECHANICAL SPECIFICATIONS

SEA-HORSE MODEL 110 ★ Fundamentally the same powerhead that won world acclaim in Johnson's famous fishing motors, now improved for extreme low speed operation and more power at high speed. The lightest Johnson motor ever built. Real float-feed carburetor with *throttle control*, patented oiling system, light aluminum piston, bronze connecting rod, counter-balanced crankshaft, grease seal, ample grease capacity, hardened alloy-steel gears, pressure-vacuum cooling that circulates water at any speed motor will operate, directional propeller steering, *under-water exhaust* — and other features. A real Sea-Horse at a lower price.

SEA-HORSE MODEL LS ★ A brand new light single model with *combined Full Pivot Reverse and Under-water Exhaust*, protected spark plug, starting primer, positive plunger pump, and *combined third port and rotary valve intake*. Designed for extremely slow speed operation for trolling yet ample power for surprising speed. Has carburetor throttle, synchro-control, patented oiling system, counter-balanced crankshaft, hardened steel gears, patented co-pilot, grease seals, shock-absorber drive, reverse flux magneto, and numerous other new features. No previous Sea Horse has ever given so much at so low a price.

SEA-HORSE MODEL DS ★ A new De Luxe single model, similar in size and power to Model LS but with such exceptional added features as complete streamlined powerhead enclosure, Ready-Pull starter which eliminates the separate starting cord, quick accessibility to spark plug, solid, cast aluminum gasoline tank and new beauty. The Full Pivot Reverse combined with Under-water Exhaust and the provisions for consistent slow speed running make this model the "Little Aristocrat" of the fisherman; the finest fishing motor Johnson has ever built. Rugged, DEPENDABLE, simple and easy to handle.

SEA-HORSE 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 during the past 15 years. With such features as under-water exhaust combined with pre-expansion muffler, streamlined gear case, pressure-vacuum cooling, grease seal, directional propeller steering, full capacity gasoline tank, float-feed carburetor with *throttle control*, protective steering rail, hardened alloy-steel gears, slow speed operation (*for trolling*), long life proven by the years, dependable, and the price is lower than on any Johnson twin ever built.

SEA-HORSE MODEL LT ★ For the first time, Alternate Firing and Under-water Exhaust and Full Pivot Reverse are combined in a light-weight, medium priced twin. There are 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*, slow speed for trolling, positive plunger pump cooling, throttle control, float-feed carburetor, patented co-pilot, counter-balanced crankshaft, hardened steel gears. Every part built for long life. Built to perform and to give the ultimate in DEPENDABILITY.

SEA-HORSE 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 which eliminates the separate starting cord, complete streamlined powerhead enclosure with spark plugs readily accessible, special carburetor silencer, and polished protected lower unit, and you can appreciate that this is the finest De Luxe twin motor Johnson has ever built. It has every performance and comfort feature and in addition is built to "take it" in the hardest service, for years and years. Its new beauty makes it look as good as it is.

SEA-HORSE MODEL AA ★ The perfected Alternate Firing twin that has won world-wide acclaim for its smoothness and DEPENDABILITY for the past seven years. A practical protective spark plug enclosure, with *plugs accessible*. A double-jet full range carburetor. Coincidental exhaust cutoff, synchro-control, under-water exhaust, instant pivot reverse, rotary valve, vacuum-pressure cooling, shock absorber drive, stainless steel propeller shaft with grease seal, full size gasoline tank and patented co-pilot. For sheer smoothness, nothing surpasses the silken flow of power of an Alternate Firing twin.

SEA-HORSE MODEL KA ★ A larger edition of the Model AA motor with the same quality features, the same Alternate Firing smoothness and the same new developments including the spark plug enclosure with instantly accessible plugs. This model provides the extra power necessary for flashy performance on bigger hulls. Controls perfectly at low speeds. This was the original outboard motor that gave Under-water Exhaust with Instant Reverse and Full Pivot Steering to the world. Yet it is moderately priced. Now, still further refined with a new streamlined weedless gearcase and more effective under-water exhaust.

SEA-HORSE MODEL PO ★ Super power for thrilling speeds, heavy loads. A 30 cubic inch opposed twin built for *punishment*. New double jet carburetor with automatic full range. New integral rotary valve "on the top side" for more power, greater efficiency, better distribution. New composite stainless steel and alloy-steel propeller shaft. Release charger for easy starting, pressure-vacuum cooling, under-water exhaust, propeller shaft grease seal, automatic circulating oiling system, automatic exhaust relief, roller bearing connecting rods, twist grip control — a complete and brilliant power plant for larger boats, heavy-duty service.

	SEA-HORSE 110	SEA-HORSE LS	SEA-HORSE DS	SEA-HORSE 210	SEA-HORSE LT	SEA-HORSE DT	SEA-HORSE AA	SEA-HORSE KA	SEA-HORSE PO
MODELS	Model 110; for square stern boats. Model 110-L; 5' longer drive-shaft.	Model LS-37; for square stern boats. Model LSL-37; 5' longer drive-shaft.	Model DS-37; for square stern boats. Model DSL-37; 5' longer drive-shaft.	Model 210; for square stern boats. Model 210-L; 5' longer drive-shaft.	Model LT-37; for square stern boats. Model LTL-37; 5' longer drive-shaft.	Model DT-37; for square stern boats. Model DTL-37; 5' longer drive-shaft.	Model AA; for square stern boats. Model AAL; 5' longer drive-shaft.	Model KA; Standard. Model KAL; 6' longer drive-shaft.	Model PO; Standard. Model POL; 6' longer drive-shaft.
N. O. A. CERTIFIED BRAKE H. P.	1.7 N.O.A. Certified Brake Horse Power at 3300 R.P.M.	2.1 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	2.1 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	3.3 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	4.2 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	4.2 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	4.5 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	9.3 N.O.A. Certified Brake Horse Power at 4000 R.P.M.	22 N.O.A. Certified Brake Horse Power at 4000 R.P.M.
BORE, STROKE, DISPLACEMENT	Bore, 2"; Stroke, 1 1/2"; Piston displacement, 4.71 cubic inches.	Bore, 1 3/4"; Stroke, 1 1/2"; Piston displacement, 4.14 cubic inches.	Bore, 1 3/4"; Stroke, 1 1/2"; Piston displacement, 4.14 cubic inches.	Bore, 2"; Stroke, 1 1/2"; Piston displacement, 4.4 cubic inches.	Bore, 2"; Stroke, 1 1/2"; Piston displacement, 4.4 cubic inches.	Bore, 1 3/4"; Stroke, 1 1/2"; Piston displacement, 3.28 cubic inches.	Bore, 1 3/4"; Stroke, 1 1/2"; Piston displacement, 3.28 cubic inches.	Bore, 1 3/4"; Stroke, 1 1/2"; Piston displacement, 3.28 cubic inches.	Bore, 2 1/4"; Stroke, 2 3/4"; Piston displacement, 29.92 cubic inches.
DIMENSIONS	Model 110: Length, 35 1/2"; Width, 10"; Stern height, 15". Model 110-L: Length, 40 1/2"; Width, 10"; Stern height, 20".	Model LS-37: Length, 35 1/2"; Width, 7 1/2"; Stern height, 15". Model LSL-37: Length, 40 1/2"; Width, 7 1/2"; Stern height, 20".	Model DS-37: Length, 37"; Width, 10"; Stern height, 15". Model DSL-37: Length, 42"; Width, 10"; Stern height, 20".	Model 210: Length, 36"; Width, 12 3/4"; Stern height, 15". Model 210-L: Length, 41"; Width, 12 3/4"; Stern height, 20".	Model LT-37: Length, 37 1/2"; Width, 7 1/2"; Stern height, 15". Model LTL-37: Length, 42 1/2"; Width, 7 1/2"; Stern height, 20".	Model DT-37: Length, 39 1/4"; Width, 10"; Stern height, 15". Model DTL-37: Length, 44 1/4"; Width, 10"; Stern height, 20".	Model AA: Length, 39 1/4"; Width, 12"; Stern height, 14". Model AAL: Length, 44 1/4"; Width, 12"; Stern height, 19".	Model KA: Length, 42 3/4"; Width, 14 1/2"; Stern height, 15 3/4". Model KAL: Length, 48 3/4"; Width, 14 1/2"; Stern height, 21 3/4".	Model PO: Length, 45 1/2"; Width, 17 3/4"; Stern height, 16 1/2". Model POL: Length, 51 1/2"; Width, 17 3/4"; Stern height, 22 1/2".
WEIGHT	Standard Model 110, 24 1/2 pounds. Long Model 110-L, 25 pounds.	Standard Model LS-37, 30 1/2 pounds. Long Model LSL-37, 31 1/2 pounds.	Standard Model DS-37, 38 pounds. Long Model DSL-37, 39 pounds.	Standard Model 210, 39 pounds. Model 210-L, 40 pounds.	Standard Model LT-37, 38 pounds. Long Model LTL-37, 39 pounds.	Standard Model DT-37, 46 1/2 pounds. Long Model DTL-37, 47 1/2 pounds.	Standard Model AA, 48 pounds. Model AAL, 49 1/4 pounds.	Standard Model KA, 64 pounds. Model KAL, 65 1/2 pounds.	Standard Model PO, 109 pounds. Model POL, 112 pounds.
POWERHEAD	Valveless, 3 port type.	3 port and rotary valve type combination.	3 port and rotary valve type combination.	Valveless, 3 port type.	3 port and rotary valve type combination.	3 port and rotary valve type combination.	Rotary valve, 2 port type. Perfected alternate firing.	Rotary valve, 2 port type. Perfected alternate firing.	Rotary valve, 2 port type. Perfected alternate firing.
CYLINDERS	Single cylinder, cast of nickel-iron with integral head.	Single cylinder, cast of nickel-iron with integral head.	Single cylinder, cast of nickel-iron with integral head.	Two cylinders, cast of nickel-iron with integral head.	Two cylinders, cast of nickel-iron with integral head.	Twin, cast in block of nickel-iron. Arranged for alternate firing.	Twin, cast in block of nickel-iron arranged for alternate firing.	Twin, cast in block of nickel-iron arranged for alternate firing.	Twin, cast in block of nickel-iron with detachable aluminum heads.
PISTONS	"LO-EX" Aluminum — 3 rings.	"LO-EX" Aluminum — 2 rings.	"LO-EX" Aluminum — 2 rings.	Cast iron — 3 rings.	"LO-EX" Aluminum — 2 rings.	"LO-EX" Aluminum — 2 rings.	"LO-EX" Alloy Lynite — 3 rings.	"LO-EX" Alloy Lynite — 3 rings.	"LO-EX" Alloy Lynite — 2 rings.
CONNECTING RODS	High-grade bronze, straight.	High-grade bronze, straight.	High-grade bronze, straight.	High-grade bronze, offset.	High-grade bronze, straight.	High-grade bronze, straight.	High-grade hard bronze, straight.	High-grade hard bronze, straight.	Steel; no offset, with roller bearings at crankpin end.
BEARINGS	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Hard bronze, reamed, hand-fitted. Low friction.	Journals, hard bronze, reamed, hand-fitted. Rollers in connecting rods.
CARBURETION	Float-feed, one lever control. Accessible screen and settling basin. Silenced intake.	Float-feed, full range control. Low and high speed adjustments.	Float-feed, full range control. Low and high speed adjustments.	Float-feed, one lever control. Accessible screen and settling basin. Silenced intake.	Float feed, full range control. Low and high speed adjustments.	Float feed, full range control. Low and high speed adjustments.	Float-feed, full range control. Low and high speed adjustments.	Float-feed, full range control. Low and high speed adjustments.	Float-feed, full range control. Low and high speed adjustments.
GAS TANK CAPACITY	4 pints.	2 1/2 pints.	4 pints.	5 pints.	5 pints.	6 pints.	7 pints.	13 pints.	7 1/2 gallons.
IGNITION	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.	High-tension flywheel magneto. Water-proof.
TYPE OF EXHAUST	Under-water exhaust.	Under-water exhaust.	Under-water exhaust.	Under-water, combined with expansion chamber.	Water jacketed expansion chamber with under-water exhaust.	Water jacketed expansion chamber with under-water exhaust.	Water jacketed expansion chamber with under-water exhaust.	Water jacketed expansion chamber with under-water exhaust.	Water jacketed expansion chamber with under-water exhaust.
COOLING SYSTEM	Pressure — vacuum.	Water cooled with positive acting plunger pump.	Water cooled with positive acting plunger pump.	Pressure — vacuum.	Water cooled with positive acting plunger pump.	Water cooled with positive acting plunger pump.	Pressure-vacuum.	Pressure-vacuum.	Pressure-vacuum.
TYPE OF PROPELLER	Weedless, two blade, 7 3/4" diameter, 4 1/2" pitch. Grease seal on propeller shaft.	Weedless, two blade, 8" diameter, 4 1/2" pitch. Grease seal on propeller shaft.	Weedless, two blade, 8" diameter, 4 1/2" pitch. Grease seal on propeller shaft.	Weedless, three blade, 7 3/4" diameter, 5 1/2" pitch. Grease seal on propeller shaft.	Weedless, two blade, 8" diameter, 7 1/2" pitch. Grease seal on propeller shaft.	Weedless, two blade, 8" diameter, 7 1/2" pitch. Grease seal on propeller shaft.	3 blade — 9 1/2" diameter, 6" pitch. Grease seal on propeller shaft.	3 blade — 9 1/2" diameter, 9" pitch. Grease seal on propeller shaft.	Three blade, 12" diameter, of different pitches to suit boats of different speeds. Grease seal on propeller shaft.
GEAR RATIO	13 to 19, motor to propeller.	14 to 25, motor to propeller.	14 to 25, motor to propeller.	13 to 19, motor to propeller.	14 to 25, motor to propeller.	14 to 25, motor to propeller.	14 to 25, motor to propeller.	14 to 24, motor to propeller.	12 to 21, motor to propeller.
QUICK MOTOR TAKEDOWN	By removing 4 screws under crank-case.	By removing 5 screws under crank-case.	By removing 5 screws under crank-case.	By removing 4 screws under crank-case.	By removing 5 screws under crank-case.	By removing 5 screws under crank-case.	By removing 6 screws under crank-case.	By removing 6 screws under crank-case.	By removing 4 nuts under crank-case and three nuts from muffler.
SHOCK-ABSORBER	No.	Yes.	Yes.	No.	Yes.	Yes.	Yes.	No.	No.
STEERING AND REVERSE	Pivot.	Full pivot and instant reverse. Cushioned steering handle.	Full pivot and instant reverse. Cushioned steering handle.	Pivot.	Full pivot and instant reverse. Cushioned steering handle.	Full pivot and instant reverse. Cushioned steering handle.	Full pivot and instant reverse. Rubber mounted steering handle.	Full pivot and instant reverse. Rubber mounted steering handle.	Pivot.
PATENTED CO-PILOT	No.	Yes.	Yes.	No.	Yes.	Yes.	Yes.	Yes.	No. Wheel steering usual.
STARTING	Rope starting.	Rope starting.	Ready-pull starter.	Rope starting.	Rope starting.	Synchro-control of throttle and spark.	Rope starting.	Rope starting.	Rope starting.
THROTTLE CONTROL	On carburetor.	Synchro-control of throttle and spark.	Synchro-control of throttle and spark.	On carburetor.	Synchro-control of throttle and spark.	Synchro-control of throttle and spark.	Synchro-control of throttle, spark and exhaust cutoff.	Synchro-control of throttle, spark and exhaust cutoff.	Steering handle.
RELEASE CHARGER	No.	No.	No.	No.	No. Alternate firing.	No. Alternate firing.	No. Alternate firing.	No. Alternate firing.	Yes.
BOAT SUITABLE	Any ordinary rowboats and dinghies.	Any canoe and all kinds of rowboats, family boats and dinghies.	Any canoe and all kinds of rowboats.	Any ordinary rowboats and dinghies.	Large canoes and all kinds of rowboats, family boats and dinghies.	Large canoes and all kinds of rowboats, family boats and dinghies.	Large canoes and all kinds of rowboats, family boats and dinghies.	Large rowboats of all models and light weight boats that plane.	Large heavy rowboats. Fast runabouts and cruisers and as auxiliary power.



WHEN YOU BUY AN *Outboard Motor*



Be sure to consult a dependable motor dealer. Johnson dealers are carefully selected merchants who know motors and boat requirements. They are interested in helping you choose the motor which will best fit *your needs*. Beyond that, Johnson dealers are interested *after* the sale. When you need advice or assistance, call on them—and when, after years of service you need new parts, count on Johnson Service.

There are more than 30 District Service Stations in the United States with complete stocks of parts. In addition, hundreds of dealers carry stocks. At the factory is a huge reserve supply from which you or any dealer or Service Station may draw on a moment's notice. *No service organization in the industry carries a more complete stock of parts—to serve you . . . quickly.*

Get a good motor in the first place. But, whatever you get, *be sure* that it is backed by service equal to Johnson's nation-wide organization.

Consult your Classified Telephone Directory for name of nearest Authorized Johnson Dealer.

JOHNSON MOTORS, *Waukegan, Illinois*

Johnson Motors of Canada, Peterboro, Canada,

THE ANTIQUE BOAT MUSEUM
750 MARY STREET
CLAYTON, N.Y. 13624