

JOHNSON
DEPENDABILITY

Now
AS LOW AS
\$49.50
F.O.B. FACTORY



Antique Boat Museum

NEWS!

THE "BIGGEST" LITTLE SINGLE IN OUTBOARD MOTORING! • • • BUILT IN TWO MODELS

JOHNSON SCORES AGAIN! Johnson's engineering talent and unsurpassed manufacturing facilities achieve the "impossible" in two new, bantam weight motors — small editions of the famous All-Star Models which electrified the industry in 1937. The successful manufacture of these two models now brings Johnson refinement and Johnson **DEPENDability** into the *low price* bracket of outboard motordom!

Thousands who are anxious to own a smoother, more flexible motor without going into a higher price range for it, will welcome these new models. Thousands who are buying an outboard for the first time will be delighted to learn that they now can get a low priced

JOHNSON MOTORS, 2000 PERSHING ROAD, WAUKEGAN, ILLINOIS
Johnson Motors of Canada, Peterboro, Canada

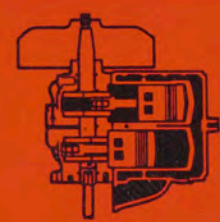
motor that gives not only power, but *convenience, performance and ruggedness* as well!

See these new models at your Johnson dealer. Call him for a demonstration. You'll find his name listed under "Outboard Motors" in your classified telephone directory.

Or write for the new Sea-Horse Handy Chart—just off the press—and crammed full of new developments. Gives complete sizes and specifications on all nine motors in the 1938 line. See last page of this insert for prices.

DEALERS: Write or wire for details of big market opened by Johnson's two new, low priced motors. Good territory available.

ONLY JOHNSON HAS ALL THREE!



1 ALTERNATE FIRING: Cylinders give *two* power impulses per revolution instead of one, creating *smooth* power flow. Also contributes to easier starting, quieter running.

2 UNDERWATER EXHAUST: Johnson's famous *Single Shaft* construction—an engineering triumph which combines underwater exhaust and full pivot reverse.



3 FULL PIVOT REVERSE: If you want full maneuverability, you can't do without the great outboard motor development, the only one giving 360° steering and *reverse!*

JOHNSON Sea-horse

OUTBOARD MOTORS

THOROUGH BRED SEA-HORSES

- 1 Single Shaft** construction—the mark of a great engineering achievement, in which Underwater Exhaust and Full Pivot Reverse are combined.
- 2 Underwater Exhaust**, for quiet — no exhaust noise; no exhaust fumes.
- 3 360° Pivot and Reverse**, for perfect flexibility. Drive in any direction. Pull away from a dock sidewise or astern.
- 4 Synchro-Control**. Spark and throttle perfectly synchronized and controlled in *one* operation by *one* lever.
- 5 Patented Co-Pilot** Takes hold of the motor when you let go. Worth \$10 of any man's motor.
- 6 Positive Plunger Pump** for perfect cooling, including the slowest, sweetest idling speeds you've ever seen.
- 7 Integral Streamlined Power Head** — in DeLuxe Model — with spark plug immediately accessible.
- 8 Ready-Pull Starter** — in DeLuxe Model — correctly set for easy pull and instant start. Rewinds itself instantly.
- 9 Speed** up to 6 m.p.h. on row-boats, dinghies, canoes.
- 10 DEPENDability** — traditional Sea-Horse performance and stamina.

STANDARD MODEL, MS.
1.1 N.O.A. Certified Brake
H.P. at 4000 R.P.M. Speed,
up to 6 miles per hour.

A TRUE
SEA-HORSE

\$49⁵⁰

F.O.B. FACTORY

17 LBS.

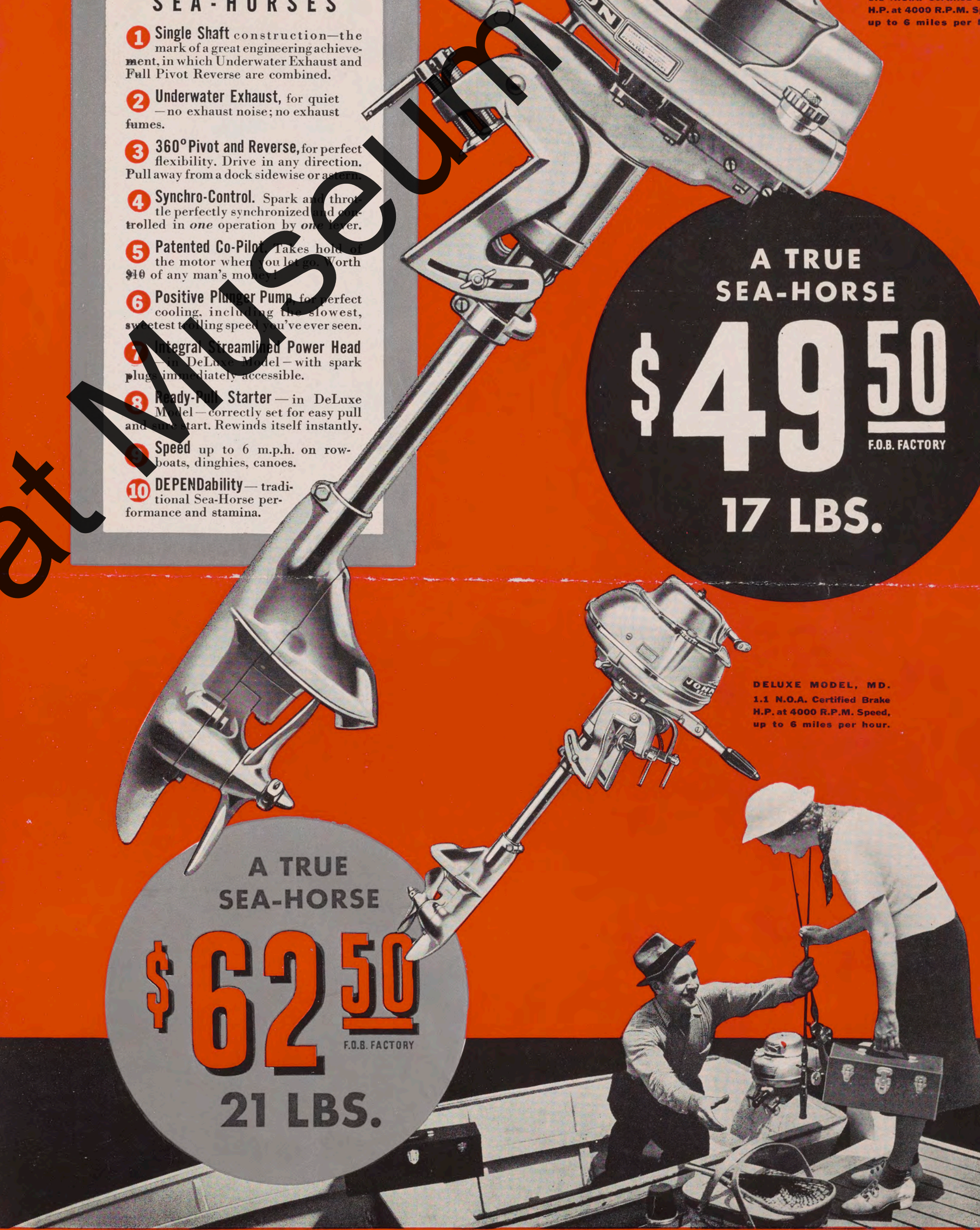
A TRUE
SEA-HORSE

\$62⁵⁰

F.O.B. FACTORY

21 LBS.

DELUXE MODEL, MD.
1.1 N.O.A. Certified Brake
H.P. at 4000 R.P.M. Speed,
up to 6 miles per hour.



MODEL MS, Small Light Single. Brand new! Weighs only 17 lbs. Develops 1.1 h.p. at 4000 r.p.m. Underwater Exhaust, Full Pivot Reverse and a dozen other quality features. **\$49.50** Only

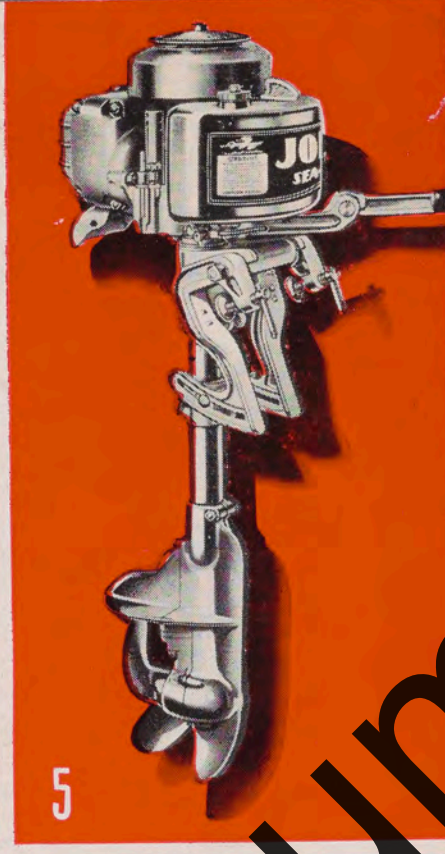
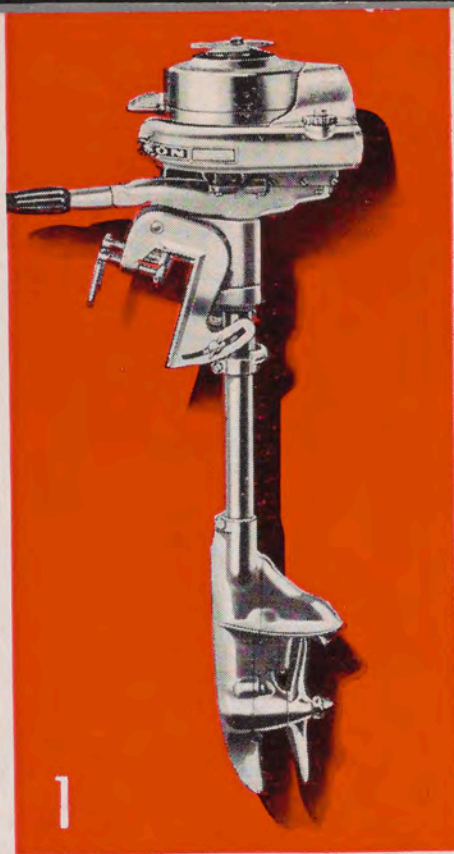
MODEL MD, Small DeLuxe Single. Brand new! Weighs only 21 lbs. Develops 1.1 h.p. at 4000 r. p. m. A little gem with Integral Streamlined Power Head and Ready Pull Start- **\$62.50** er. Only

MODEL LS, Light Single, with important 1938 refinements. Develops 2.3 h. p. at 4000 r. p. m. The aristocrat of outboard Singles, a full feature, quality motor in a standard model. **\$77.50** Only

MODEL DS, DeLuxe Single, further improved for 1938. Develops 2.3 h. p. at 4000 r. p. m. Note Ready-Pull Starter and Integral Streamlined Power Head. Protected parts readily accessible. Only . . . **\$94.50**

MODEL LT, Light Twin, the sensational Alternate Firing motor that smashed sales records in 1937. Even better for 1938. Has 27 big features. Develops 4.5 h.p. at 4000 **\$109.50** r. p. m.

MODEL DT, DeLuxe Twin, also improved for 1938. Develops 4.5 h. p. at 4000 r. p. m. Includes every fine performance feature you could ask for in an outboard motor. **\$129.50** Just TRY it.



1938 JOHNSON SEA-HORSES

For 1938 Johnson offers you further improved versions of the revolutionary All-Star motor which swept outboard motordom in 1937. Thousands will switch to Johnson in '38—not only to get the "Big Three" of outboard motoring (Alternate Firing, Underwater Exhaust and 360° Steering and Reverse) but all the other advanced developments incorporated in Johnson design.

The new 1938 Sea-Horse Handy Chart gives complete details. Every person interested in boating should have it. Write for your copy. It's FREE!

JOHNSON MOTORS, 2000 PERSHING ROAD, WAUKEGAN, ILLINOIS
Johnson Motors of Canada, Peterboro, Canada

MODEL 200, Johnson's famous low priced utility Twin. Develops 3 h.p. at 3000 r.p.m. Opposed cylinders. The famous Johnson power head that set a world-wide standard of DEPEND- **\$89.50** ability. Only

MODEL KA, Johnson's big Alternate Firing Twin. Develops 9.3 h. p. at 4000 r. p. m. Smooth. And new high velocity intake manifold contributes to remarkable new smooth- **\$177.50** ness at low speed.

MODEL PO, Johnson's super-powered, opposed cylinder twin, developing 22.0 h. p. at 4000 r. p. m. A brilliant motor for fast speeds, heavy loads. Known for its easy operation and long **\$269.50** life.

All ratings are N.O.A. CERTIFIED brake h.p. ratings. All prices are f.o.b. factory and subject to change.

