

THE NEW FINEST



JOHNSON
ALL-STAR

Sea-horses



1035

All-Star Features

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

Super-



Performance

WITH A COMBINATION
OF ALL-STAR FEATURES NEVER BEFORE
OBTAINABLE *at any Price* ★ ★

NOTE: Space does not permit a complete description of the amazing new line of Sea-Horse Outboard Motors for 1937. Four of the nine models are entirely new — entirely different — embracing a host of features heretofore associated only with outboard motors of the finest and most expensive models. For complete details you are invited to write for the 1937 Sea-Horse Handy Chart of sizes and specifications — sent free. Following are a few highlights of the new All-Star series — by far the most brilliant in Johnson's history! See next page for prices and N. O. A. certified power ratings.

- ★ **Underwater Exhaust COMBINED with Full Pivot Reverse.** You may have had one or the other, but never *both* in any motor — unless it was a Johnson, at a much higher price. An engineering triumph — giving 100% maneuverability and quiet operation.
- ★ **Alternate Firing Twins.** Created by Johnson, developed by Johnson and now brought to the peak of perfection by Johnson. Cylinders fire alternately for silken smooth power flow. Also quiet. Easy to start.
- ★ **Controlled Power.** Plenty of power — and plenty of power refinements! Slowest trolling speeds ever attained by Johnson. A new combination of Rotary Valve and Third Port Intake automatically times the gas charges for high and low speeds. Float feed carburetor and throttle control for perfect full range performance.
- ★ **Complete Water Cooling.** Water cooled cylinders; water cooled main lower power head bearing; water cooled exhaust passage! Extra capacity Positive Plunger Pump cools motor at any speed — fast or slow.
- ★ **Synchro Control.** Spark advance and retard and throttle control are coordinated and operated by *one* lever.
- ★ **Positive Primer.** Injects gas into motor for sure, quick starting.
- ★ **Ready-Pull Starter.** Always there and ready — correctly set for an easy pull and a sure start. Rewinds itself instantly.
- ★ **Integral Streamlined Power Head.** True merging of all parts into a streamlined unit. Big capacity gas tank in "front" for easy filling from boat. Spark plugs quickly accessible. Compact. Smartly modern.
- ★ **Shock-Absorber Drive.** How can you get along without it? Saves your motor when it strikes underwater obstructions.
- ★ **Patented Co-Pilot.** Worth \$10 of any man's money. "Takes hold of the motor when you let go."
- ★ **More — Much More.** Including Counter Balanced Crankshaft, Automatic Lubrication, Cushioned Steering Handle, Weedless Streamlined Gear Case with sealed bearings. And such structural items as Hard Phosphor Bronze Bearings and Hardened Steel Gears give you an idea of the extent to which we have gone to build a motor that will "take it" — year in, year out!
- ★ **Most Important Of All.** Traditional Sea-Horse performance and stamina. There's nothing you can buy in outboard motoring that can mean more to you than Johnson **DEPENDability**.



ALL-STAR SEA-HORSE "DS"
Wholly new! A *Deluxe Single* with extra power, plus full range power control, plus extreme flexibility, plus every refinement you could wish for in a single cylinder outboard (see features listed at left) — all at a sensationally low price!



ALL-STAR SEA-HORSE "DT"
Wholly new! A *Deluxe Twin* with TWICE the power of the Single plus perfected Alternate Firing! Super performance in a super-featured motor never before obtainable at any price!

JOHNSON ALL-STAR

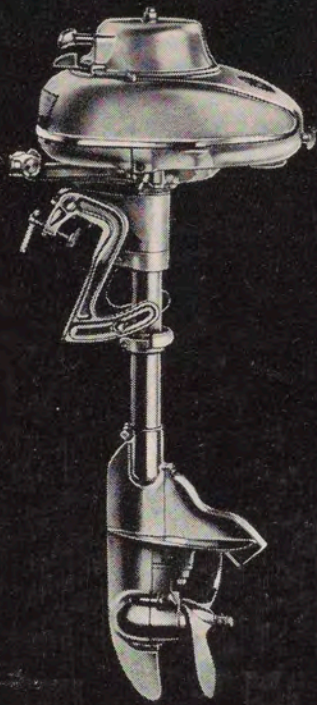
Sea-horses

Antique Boat Museum

ALL-STAR SEA-HORSE
MODEL "LS"

Light Single, developing 2.1 h.p. at 4000 r.p.m. Full Pivot Reverse and Underwater Exhaust combined. Dual Intake for smooth operation at all speeds. Extremely slow trolling speed. Synchro Control and 20 other important features

\$72.50



ALL-STAR SEA-HORSE
MODEL "DS"

DeLuxe Single, developing 2.1 h.p. at 4000 r.p.m. Patented Co-Pilot, Shock Absorber Drive, Positive Primer and all the other features of the Light Single, plus Integral Streamlined Power Head and Johnson new Ready-Pull Starter for greatest starting convenience.

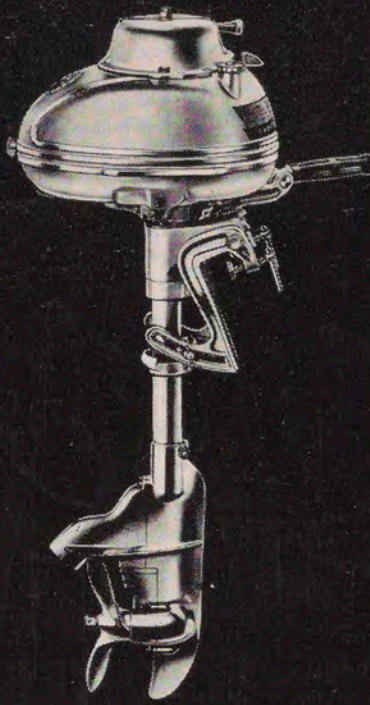
\$95.00



ALL-STAR SEA-HORSE
MODEL "DT"

DeLuxe Twin, Developing 4.2 h.p. at 4000 r.p.m. Modern in every line from its polished, protected, streamlined lower unit to its radically different Integral Streamlined Power Head. All the features of the Light Twin plus Ready-Pull Starter and Carburetor Silencer

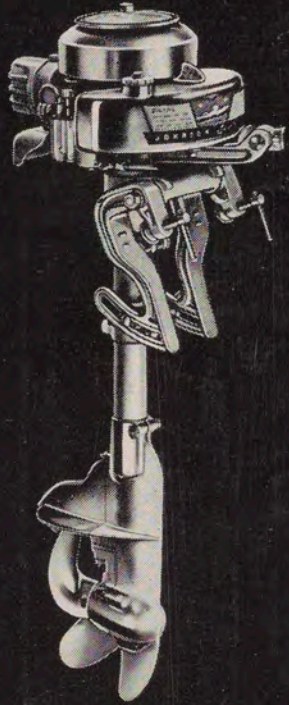
\$130.00



ALL-STAR SEA-HORSE
MODEL "LT"

LightTwin. Develops 4.2 h.p. at 4000 r.p.m. Alternate Firing for silken smoothness. Full Pivot Reverse for easy maneuvering. Underwater Exhaust for quiet. Imagine all this—plus 24 other important features

\$95.00



ALL-STAR SEA-HORSE
MODEL "110"

Johnson's famous low-priced model. Develops 1.1 h.p. at 3000 r.p.m. The 1937 version of the famous Sea-Horse power head known round the world for DEPENDABILITY. Priced to bring genuine Johnson performance within reach of all.

\$59.50

SEND FOR FREE HANDY CHART ON
NEW JOHNSON ALL-STAR SEA-HORSES

IN all Johnson history there never was a year when such startling and far-reaching developments have been introduced as in the Sea-Horse line for 1937. We can frankly say that unless you know the All-Star Sea-Horses, you don't know the most modern improvements in outboard motoring. We therefore invite you to write for the special, highly illustrated literature describing the new developments—including the new Sea-Horse Handy Chart of sizes and specifications. This is free. Better yet—see the new models at your Johnson dealer. You'll find his name listed under "Outboard Motors" in your classified telephone directory.

JOHNSON MOTORS
2000 Pershing Road, Waukegan, Ill.
Canadian Johnson Motor Co. Ltd., Peterboro, Can.



All ratings are N. O. A. CERTIFIED brake H. P. ratings.
All prices are f. o. b. factory, and subject to change without notice.

ALL-STAR SEA-HORSE
MODEL "PO"

Big Twin, developing 22.0 h.p. at 4000 r.p.m. A brilliant motor for fast speeds, heavy loads—known throughout the world for its great power, easy operation, long life and DEPENDABILITY. Opposed cylinders

\$255.00

ALL-STAR SEA-HORSE
MODEL 210

Johnson's famous low-priced Twin, developing 3.3 h.p. at 3000 r.p.m. The 1937 version of the Johnson power head that set a world-wide standard of DEPENDABILITY. Quality features throughout. Genuine Sea-Horse performance, only

\$79.50

ALL-STAR SEA-HORSE
MODEL "AA"

Alternate-Firing Twin. Develops 4.5 h.p. at 4000 r.p.m. The motor in which Johnson introduced twin outboard alternate firing to the World. Perfected by seven years of research and development

\$145.00

ALL-STAR SEA-HORSE
MODEL "KA"

Model AA's big brother—developing 9.3 h.p. at 4000 r.p.m. New refinements for 1937 make this one of the sweetest models ever built by Johnson—giving you great power with unexcelled smoothness

\$165.00

