

Antique Boat Museum

*Johnson Motor*

Your  
**BIGGEST  
BARGAIN**  
*in*  
*Outboard Motors*  
*is*  
**JOHNSON**  
*Dependability*





*For Outboard Motoring at its best*  
**DRIVE A SEA-HORSE**

**N**EVER has outboard motoring known such brilliant, smooth performance as is offered in Johnson SEA-HORSE motors for 1932. *New* improvements, *new* refinements enrich the entire series—adding immeasurably to the depth of quality upon which Johnson leadership has been built.

SEA-HORSE power—already considered extraordinary for motors of this size—has been increased up to 10% by means of new refinements.

The Vacturi Float-Feed Carburetor, developed primarily for the exacting requirements of speed events, is now standard equipment on the larger models, contributing to easy starting, greater power and quicker get-away, besides making for better throttle control and simplicity of adjustments.

JOHNSON MOTOR COMPANY, 2000 Pershing Road, WAUKEGAN, ILLINOIS  
 Canadian Johnson Motor Company, Ltd., Peterboro, Ont., Canada

But most important of all to the buyer of an outboard motor is Johnson's assurance that in *no* feature nor in *any* respect has the world-famed quality of SEA-HORSE motors been shaded to make a price reduction. Johnson prices are *down*—down to the lowest point in Johnson history—but Johnson quality is *up to the highest peak ever achieved*.

A Johnson motor is your strongest assurance of sheer dependability and happy hours on the water. No guessing about performance. Ask yourself if it is worth while to take a chance on anything less, and you will understand why your *biggest bargain* in outboard motors is *Johnson dependability*.

Send for a copy of the "Johnson Handy Chart," giving complete specifications of the entire 1932 line.

**SEA-HORSE Single**

World's lightest outboard motor—27½ lbs. 1½ h. p. Full Pivot Steering for 100% maneuverability. Balanced Crankshaft and Muffler Silencer practically eliminate vibration and noise. \$115.00 f.o.b. Waukegan.



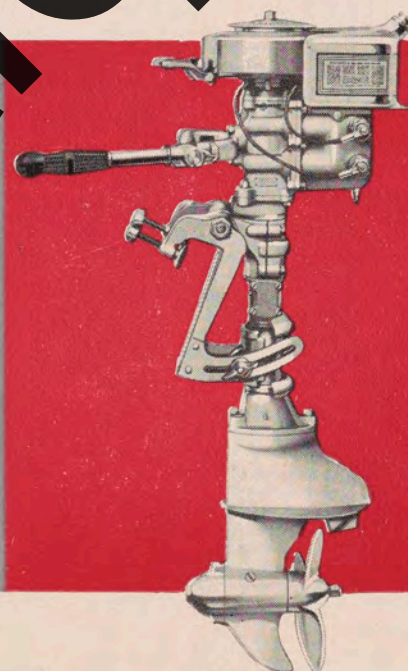
**SEA-HORSE 4**

Light weight—46 lbs. 4 h.p. Alternate Firing. Full Pivot Steering. Rotary Valve. Underwater Exhaust. Reduced to \$145.00 f.o.b. Waukegan. Johnson Ree-Koil Starter at slight additional cost.



**SEA-HORSE 12**

Light weight—85 lbs. 8 h.p. Alternate Firing. Full Pivot Steering. Rotary Valve. Underwater Exhaust. Reduced to \$165.00 f.o.b. Waukegan. Johnson Ree-Koil Starter at slight additional cost.

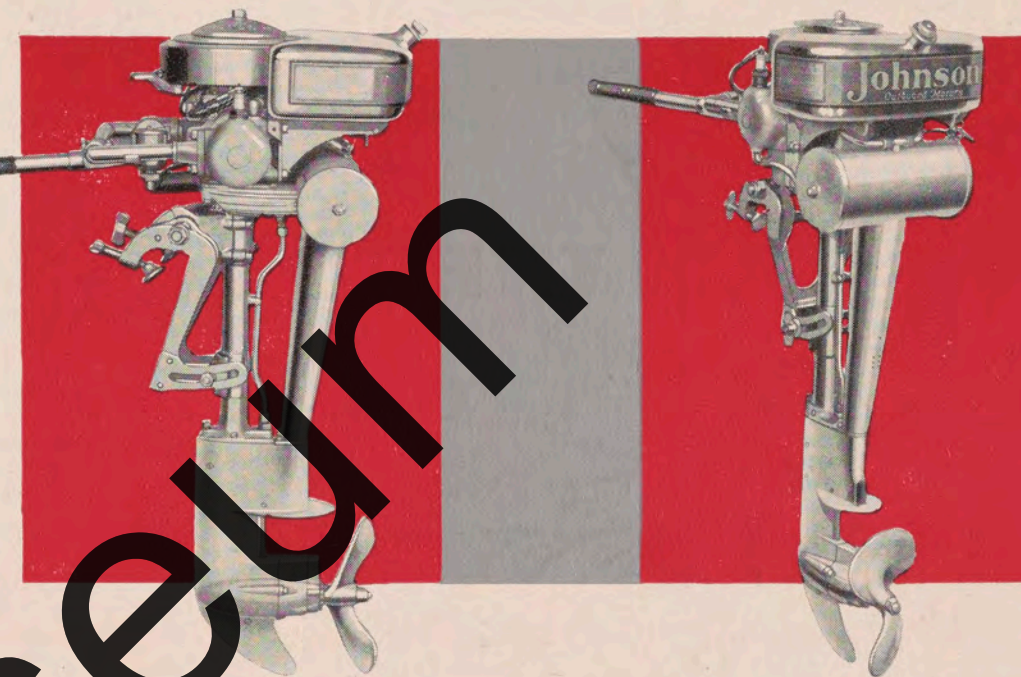


**Standard Twin**

Twin cylinder motor weighing only 70 lbs. and developing 7 h.p. Underwater Exhaust. Stainless Steel Muffler. Refined Vane Pump and strong syphon action insure perfect water circulation. Silken-smooth performance at all speeds.

**\$135.00**

(f.o.b. Waukegan)



**Light Twin**

Twin cylinder motor weighing only 45 lbs. and developing 3 h.p. Underwater Exhaust. Stainless Steel Muffler. Vane Pump. Johnson Quick Action Magneto eliminates starting difficulties. The lowest price ever quoted for Johnson quality.

**\$97.50**

(f.o.b. Waukegan)

....AND HERE ARE

**New Outstanding Motor Values**

The most amazing values ever offered to outboard enthusiasts—two, time-tested motors—thoroughly dependable—built for years of gruelling service—powerful—smooth as silk in operation—a joy to start—quiet—and priced almost one-third lower than similar models of previous years.

The fine character of the Johnson Light Twin sets it definitely apart from previous conceptions of "price" motors. It is not only superior in performance, but distinguished in appearance. It bears no unsightly evidence of production economies. It is a thoroughbred, and it looks the part—on the dealer's floor and in the water.

The Standard Twin is characterized by the same high quality. It is a more powerful motor—for general family use, for fishing, for light runabouts, and

similar purposes. Imagine a 7-horsepower, long-lived outboard motor at \$135.00! Is there any longer any reason why you should be without a Johnson?

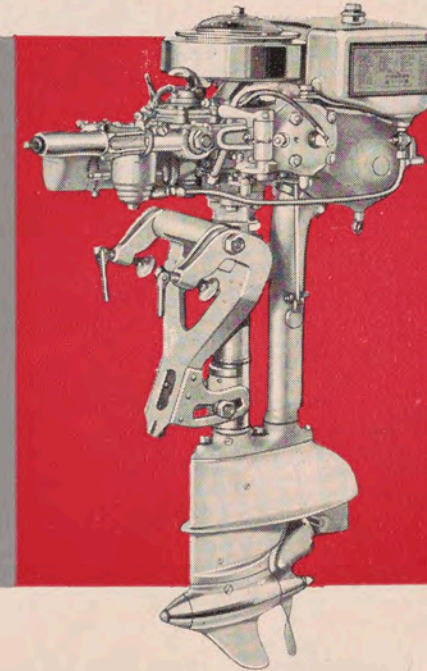
Both the Standard and Light Twin, remember, are equipped with Underwater Exhaust—eliminating exhaust noise and fumes. And there is no starting problem with these motors; the famous Johnson Quick-Action Magneto takes care of that.

In every respect—from raw material to final inspection—these two models are built up to Johnson's high standard of performance. Theirs is an inherent stamina that guarantees year-in, year-out service—that assures your peace of mind and that contributes to your thorough happiness on the water. Remember this when you buy. Remember that your *biggest bargain* in outboard motors is *Johnson dependability*.

Only NORMAL Horsepower quoted in descriptions

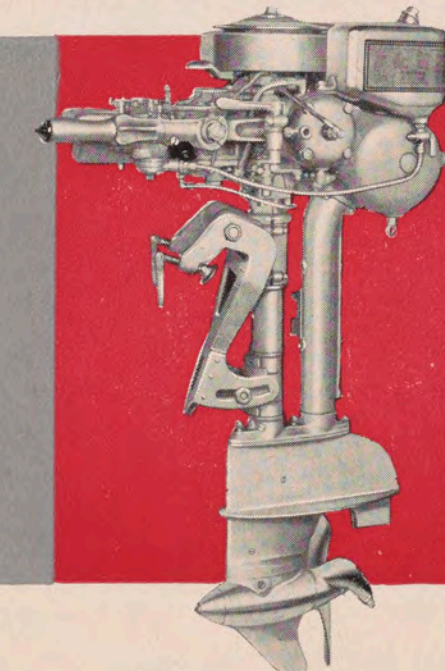
**SEA-HORSE 16**

Medium motor—100 lbs. 14 h.p. Release Charger. Rotary Valve. Vacturi Float-Feed Carburetor. Underwater Exhaust. Reduced to \$215.00 f.o.b. Waukegan. Ree-Koil or Electric Starter at slight additional cost.



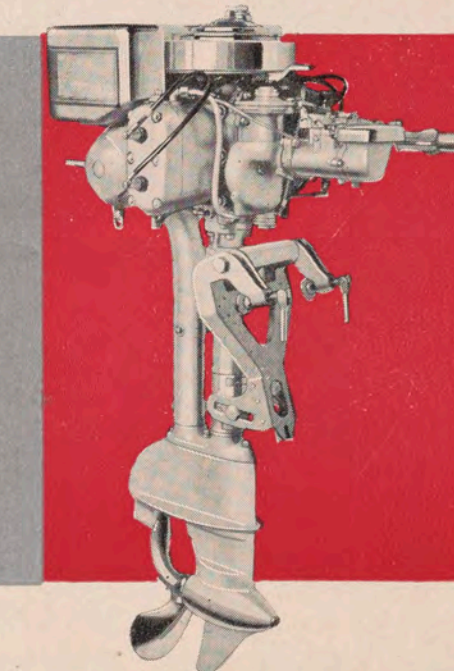
**SEA-HORSE 24**

Big motor—113 lbs. 21 h.p. Release Charger. Rotary Valve. Vacturi Float-Feed Carburetor. Underwater Exhaust. Reduced to \$245.00 f.o.b. Waukegan. Ree-Koil or Electric Starter at slight additional cost.



**SEA-HORSE 32**

Big motor—4-cylinders, 28 h.p. Release Charger. Rotary Valve. Vacturi Float-Feed Carburetor. Underwater Exhaust. \$280.00 f.o.b. Waukegan. Ree-Koil or Electric Starter at slight additional cost.

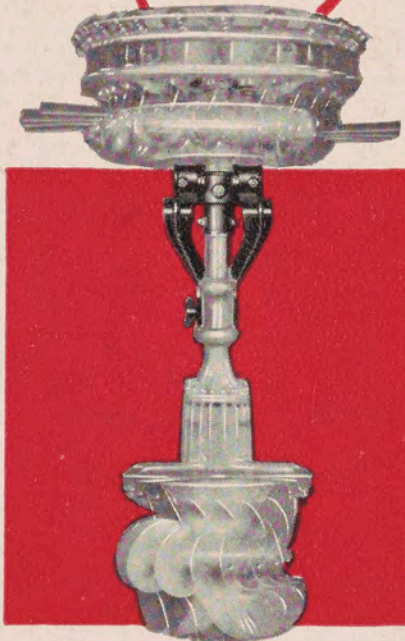


*Enjoy*

THE FINEST TYPE

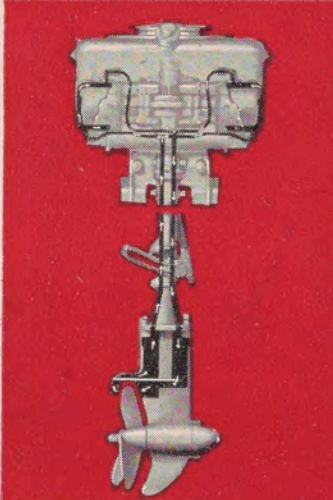
OF **OUTBOARD**  
**MOTORING**

WITH THESE *Travel-Proved*  
**DEVELOPEMENTS**



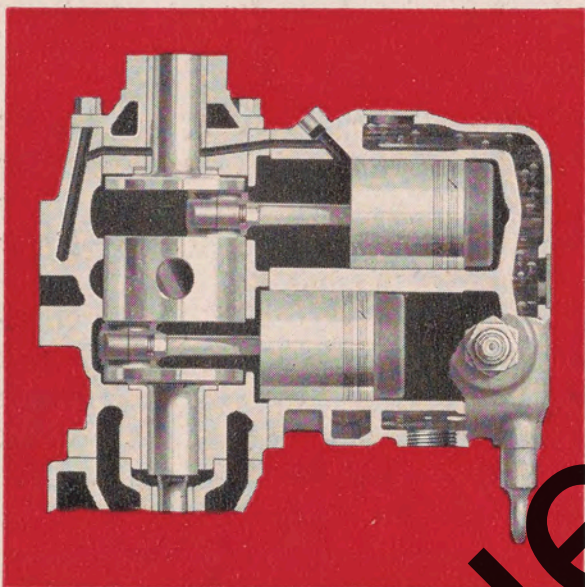
*Full Pivot Steering (Patented)*

Allows 100% maneuverability. Motor turns completely around. Steers and starts in any direction. Reverses instantly without stopping motor. Unequaled safety factor.



*Pressure Vacuum Cooling System (Patented)*

No pump — no moving parts. Pressure created by propeller, forced through system. Suction of propeller draws water over. Contributes to smooth operation at all speeds.

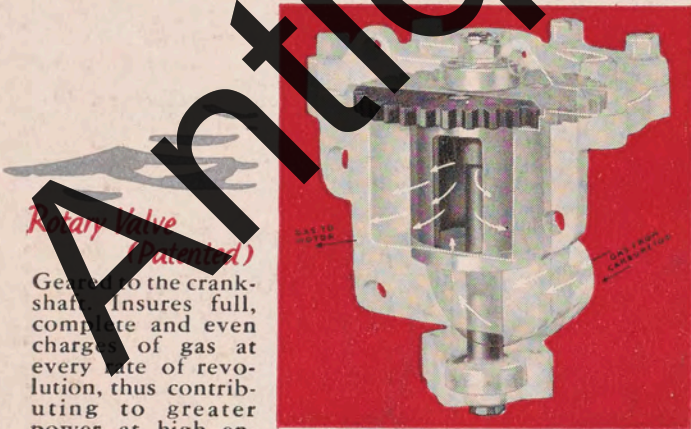


*Alternate Firing* Two impulses per revolution instead of one, resulting in the smoothest power flow known to outboard motoring. Vibration practically eliminated. In starting, you pull against the compression of one cylinder only while the spark is intensified — giving perfect ease of starting.



*Water Cooled Exhaust*

Only Johnson SEA-HORSE motors have an underwater exhaust with water cooling system. Aids in cooling gases, making SEA-HORSE motors among the quietest of outboards.

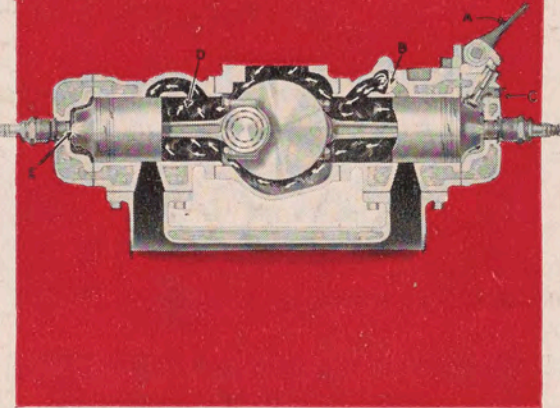


*Release Charger (Patented)*

Gears to the crankshaft. Insures full, complete and even charge of gas at every rate of revolution, thus contributing to greater power at high engine speeds.

*Release Charger (Patented)*

Compression is released from one cylinder; gas charge is almost doubled in the other; the spark is materially improved. Sure starting results while the pulling effort required to turn the motor is cut nearly in half.



**JOHNSON SEA-HORSES**