

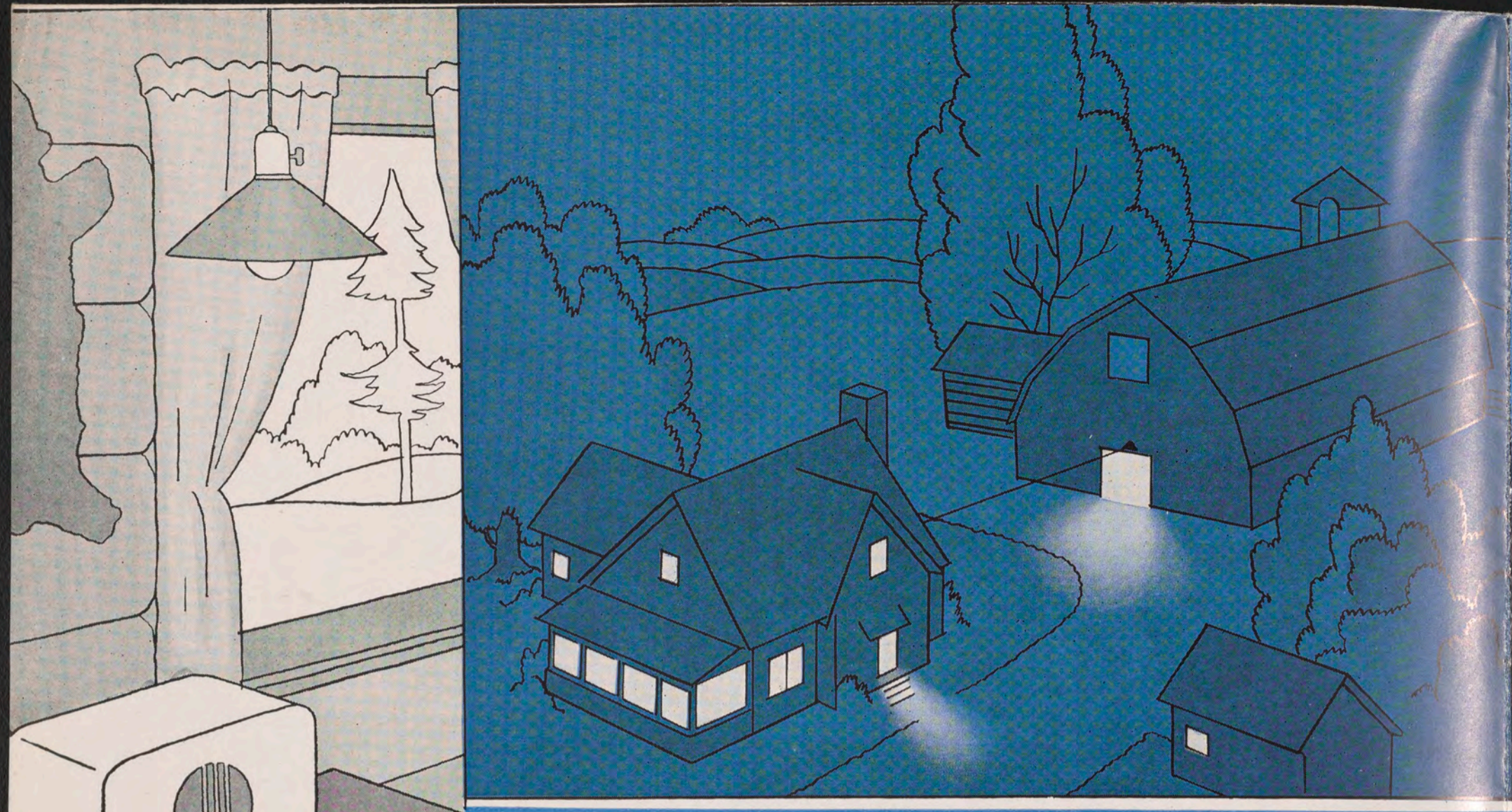


**DEPENDABLE ELECTRIC LIGHT AND POWER**

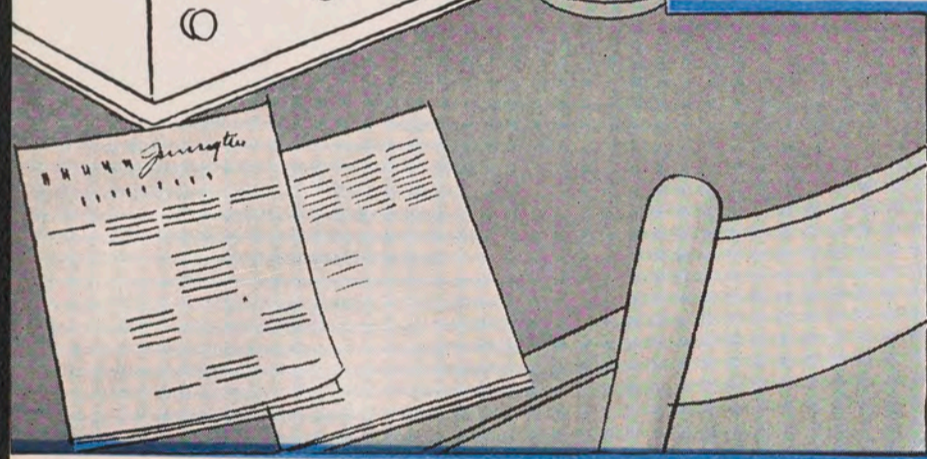
***Iron Horse***

**G E N E R A T O R**

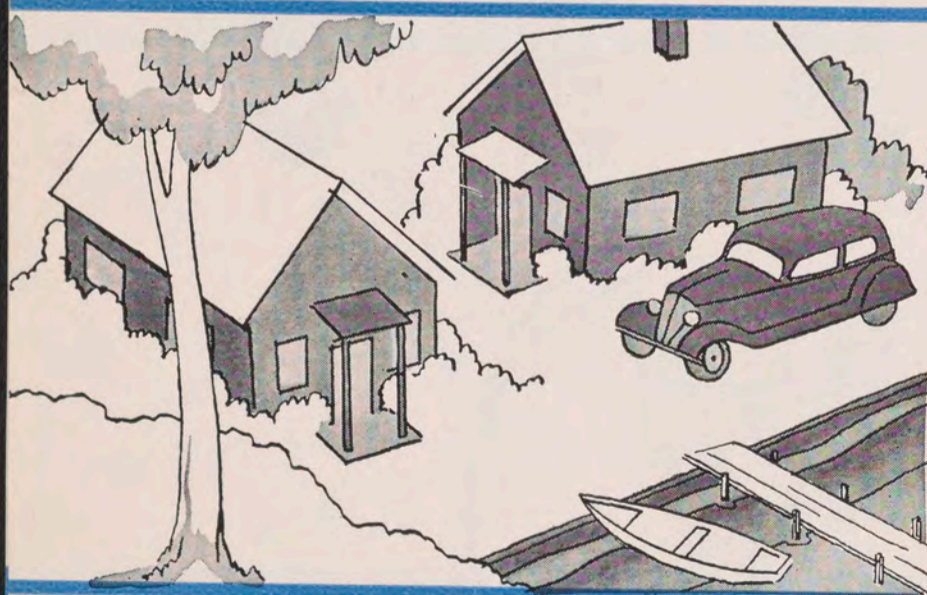
**A PRODUCT OF JOHNSON MOTORS, WAUKEGAN, ILL.  
MANUFACTURERS OF THE FAMOUS SEA HORSE OUTBOARD MOTORS**



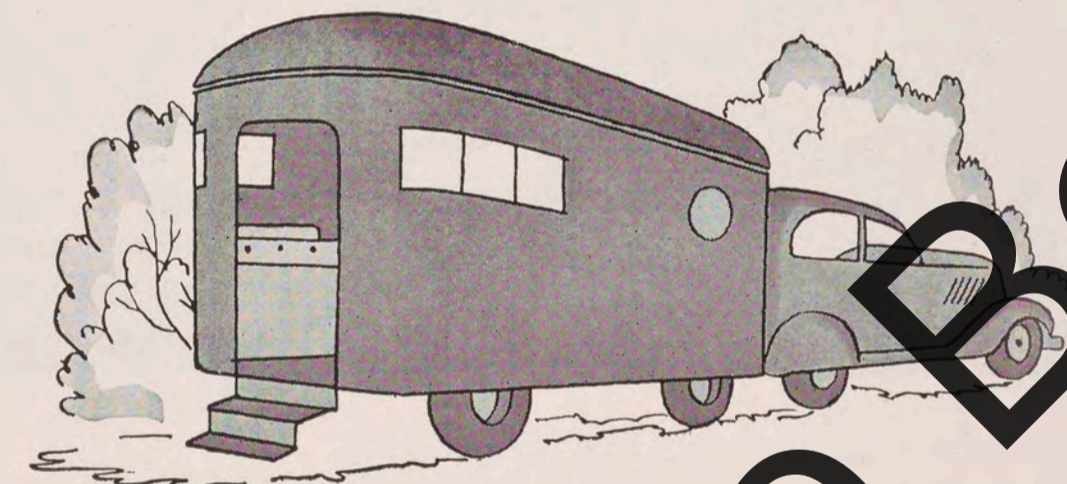
ON THE FARM!



IN THE COTTAGE!



★ FOR CAMPS ★



★ FOR TOURING TRAILERS



★ AND CRUISERS ★

# DEPENDable *Electricity* EVERYWHERE!

★ Why wait for the "high line" that may never come? Or if it does, costs hundreds of dollars for installation, other hundreds in monthly charges? Why consider a big costly light plant when the new and better IRON HORSE GENERATOR at low cost will give you the two modern essentials: Brilliant electric light; constant and dependable radio service?

You want electricity for light and radio? *Everybody does.* You want DEPENDable electricity? *No other is worth having.* You want low-cost electricity? *No one can afford to be without it.*

The new IRON HORSE GENERATOR gives you just that. Its capacity of 300 Watts (50% to 100% larger than many other sets) and its 12 volt, lower cost for wire and wiring for longer distances, means DEPENDable electricity. Its efficient IRON HORSE engine (many thousands in service) runs for hours under full load on a nickel's worth of gasoline and oil consumption that is hardly measurable. Not only is the first cost low, the cost of operation is also low. It produces cheap electricity. So why be without it for even one day more?

The IRON HORSE GENERATOR has been developed by a corps of experienced engineers, is built by a factory which for more than fifteen years has specialized in precision-built, high efficiency, small size, gasoline engines. It is larger and more practical than the miniature "chargers" which only partially solve the problem because of small capacity and lower voltage. It is low in cost because it has been tailored to a purpose. It generates electricity to charge storage batteries to give ample lighting for the farm, cottage, camp, trailer, cruiser.

These same batteries serve the 6-volt farm-type radio constantly.

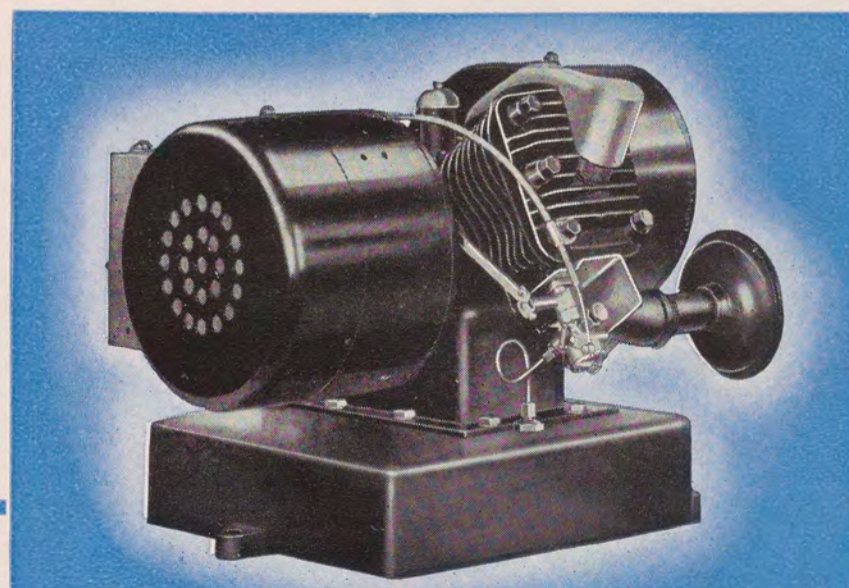
Besides, the IRON HORSE GENERATOR is used to charge automobile or truck batteries; to drive by belt small machinery around the farm or home.

Locate it wherever most convenient. No special housing is necessary. It requires little space and once installed, practically no attention except supplies of oil and fuel. It weighs only 75 pounds. It is quiet. It starts with a push of a button, stops in the same manner or when the tank is dry.

What could be more simple, more convenient, a wiser investment? The happy enjoyment of winters' long evenings is made doubly secure with plenty of bright, steady light for reading and sewing. You have an unfaltering radio service that the more distant homes have not heretofore been able to enjoy.

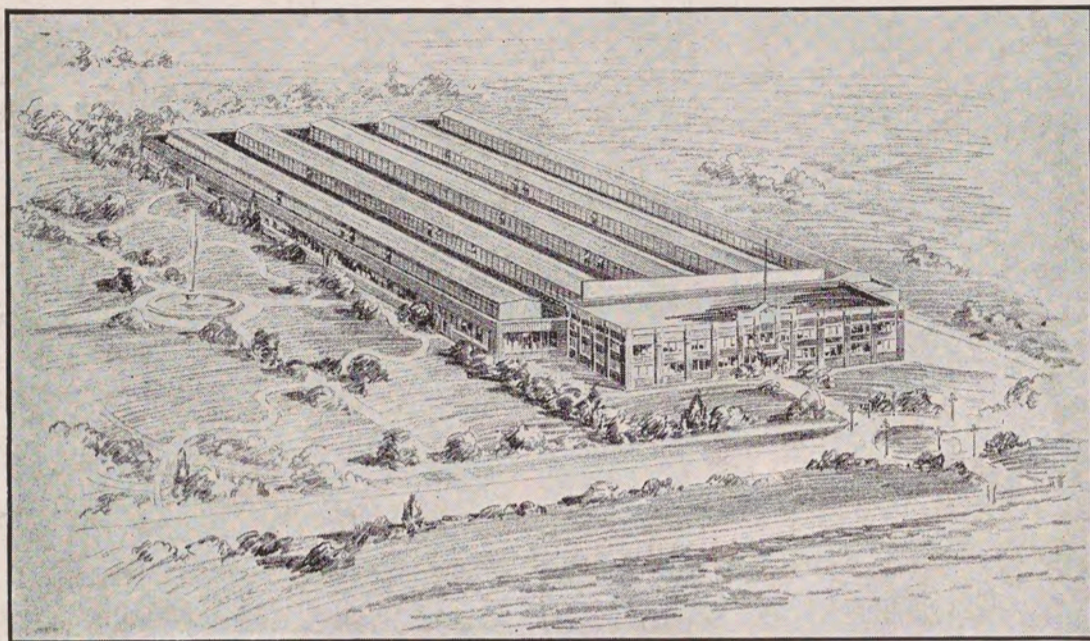
But before you invest in this new convenience, be *sure*. Be sure you get at least 300 watts; insist on 12 volts; *know* the company back of the electric plant you buy. See that service is assured. And trade with your local dealer, a man you know, a man who will demonstrate to you, make a satisfactory installation, be ready to advise and help you whenever necessary.

On the basis of comparison and features, you'll certainly select the generator that is "New, bigger and better"—the IRON HORSE GENERATOR, designed, built and backed by Johnson.



ONLY 16 INCHES WIDE, 16 INCHES DEEP AND 13 INCHES HIGH. COMPACT!

## I N T H I S M O D E R N P L A N T



● Few manufacturing plants are so ideally situated or so thoroughly equipped with precision machines and tools as this modern home of Johnson Motors, on the shore of Lake Michigan.

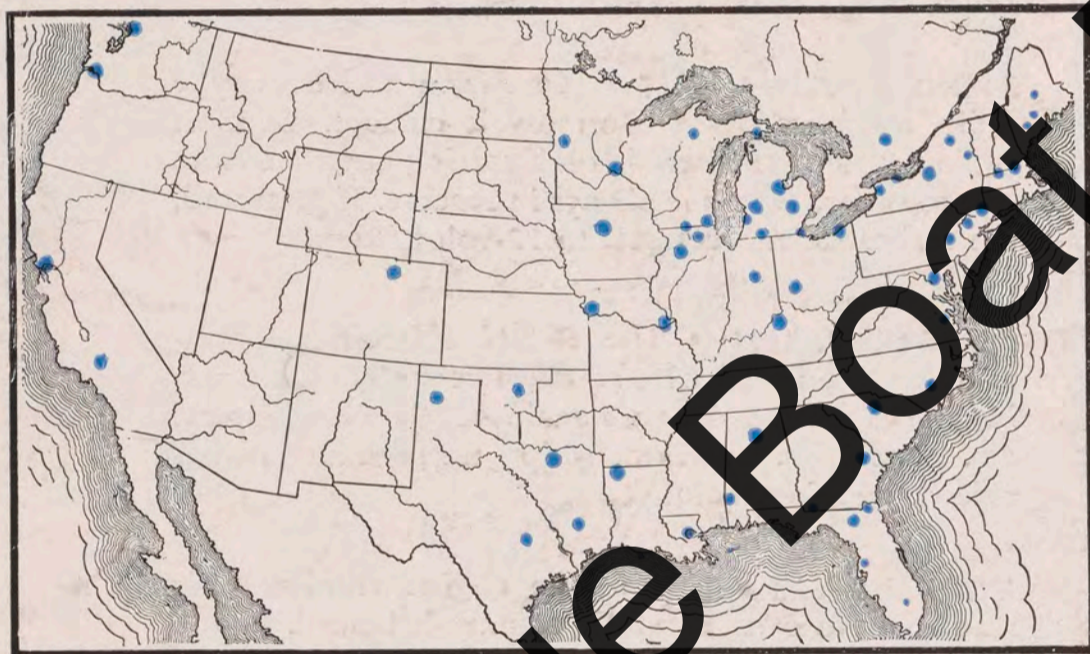
Machines that make things "to a tenth of a hair" and watchful men who see that they do.

Men whose everyday job is controlled by measurements expressed in thousandths of an inch.

All governed by a policy of management which demands that all Johnson Products shall be superior, in construction, performance, dependability.

The Antique Boat Museum  
150 Main Street  
Clayton, NY 13624

## T H R O U G H O U T T H E N A T I O N



● It has always been the belief of Johnson Motors that a sale does not complete the transaction between the manufacturer and the buyer. It establishes, rather, a new obligation—an obligation whereby the Johnson Motors agrees to assist the buyer in obtaining utmost service from any of its products.

With this policy ever uppermost, we have built up a nationwide network of Johnson Service Stations to give prompt and efficient service.

## O T H E R J O H N S O N P R O D U C T S

For more than fifteen years Johnson Motors has been building fine outboard motors; small gasoline engines for boat propulsion where full load and adverse operating conditions is the rule. These SEA HORSE Outboard Motors have won worldwide fame second to none for their utter DEPENDability. Only the most expert, experienced design and the finest precision workmanship could have made this high reputation possible. Sea Horses are built in a full range of sizes to fit every boating need.

*{Ask for full details if interested.}*

Another Johnson product which has become almost equally famous is the IRON HORSE engine, a 4-cycle, air-cooled, DEPENDable unit which is extensively used on washing machines, lawn mowers, pumps and for other small-power purposes. Farmers, particularly, have come to know the IRON HORSE as the engine which starts easily, runs smoothly, and runs for long periods without necessity for service and repairs. It is this engine around which the IRON HORSE GENERATOR has been built.

Johnson is also famous for the minute mechanical precision which characterizes its BRIGGS electric refrigerators. Thousands have been sold and are giving day-by-day and year-by-year satisfaction. They too are noted for their DEPENDability. There are four models to fill every household need.

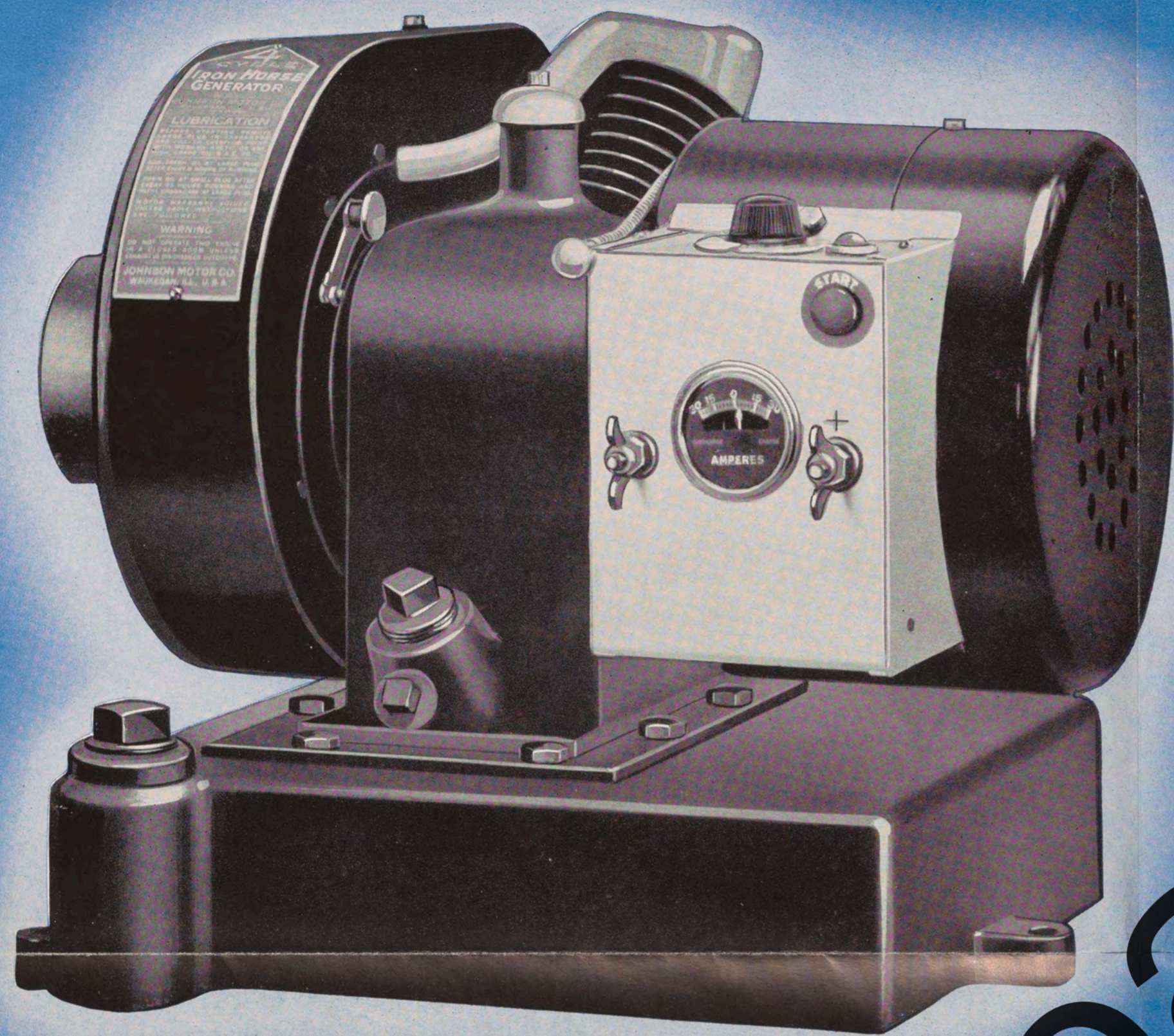
Into *all* Johnson products goes that one "Priceless Ingredient," the integrity of the manufacturer. Frequently the comment is heard, "How can they make it so good at so reasonable a price?"

# IRON HORSE

## GENERATOR

★ BIG!  
★ NEW!!

\$69<sup>75</sup>  
F.O.B. FACTORY



300 WATTS  
12 VOLTS

ELECTRICITY FOR

★ LIGHT!  
★ POWER!  
★ RADIO!

LOW COST

### SEE THESE 21 QUALITY FEATURES

**300 WATTS** • The IRON HORSE GENERATOR is 50% to 100% larger. It will light TWELVE 25-watt lamps at one time. It will keep the batteries charged by operating fewer hours. More light—longer life.

**12 VOLTS** • Not the ordinary 6-volt system. Twelve volts means less current, for same amount of light. Less current means smaller wires, wires twice as long. Also 12 volts means plenty of motor power for push-button starting. Not 6 volts because that means too much investment in batteries.

**ELECTRIC STARTING** • Push a button and the powerful 12 volt charges a strong current into the special generator (which then becomes a motor) and spins the IRON HORSE engine to a sure start. A child can do it as easily as a grown-up.

**FULL RANGE CONTROL** • Turn the knob on the control box and adjust the generator output from nothing up to full capacity of 300 watts. Permits running engine without generator load for other power purposes; permits tapering charge to batteries for long life and high efficiency.

**INDEPENDENT MAGNETO IGNITION** • Special reverse-flux high tension magneto built into the flywheel provides hot spark at all times whether generator is connected to batteries or not. No ignition drain on batteries. No deficient ignition when starting load is on batteries. A DEPENDABILITY feature.

**SPECIAL TYPE GENERATOR** • Not an automobile type, but much more efficient. Four poles, four brushes, large diameter, oversize windings, no bearings because armature is carried on engine crankshaft. 300 watts capacity at high efficiency.

**FAMOUS IRON HORSE ENGINE** • This famous air-cooled 4-cycle engine has been especially adapted to generator service. Thousands in satisfactory heavy-duty service. The IRON HORSE GENERATOR is built around a superior engine.

**GOVERNOR** • Speed is controlled within close limits by an enclosed, completely lubricated, positive, mechanical governor which operates the throttle and measures the fuel intake to the load. Insist upon governed speed control for safety and long life of both engine and batteries.

**METERED SPLASH LUBRICATION** • IRON HORSE lubrication is simplicity itself, yet all moving parts are copiously lubricated from the supply in crankcase. Not too much, not too little oil is measured and projected onto every moving part.

**NORMAL SPEED** • The IRON HORSE GENERATOR runs at normal speed, only 1850 to 1950 revolutions per minute. The powerful IRON HORSE engine is designed and built to deliver its power at this work-horse speed. LONG LIFE is assured.

**NO OIL LEAKS** • Valve mechanism fully enclosed and lubricated. Vacuum type breather on crankcase creates vacuum which keeps oil inside. Avoids unsightly leaks, promotes economy, quieter operation.

**ALSO CHARGES 6-VOLT** • If desired, the 12-volt batteries may be disconnected from the generator and a regular 6-volt car or truck battery may be charged. Generator automatically adjusts itself to load, aided by Output Control and engine governor.

**LARGE, SAFE FUEL CAPACITY** • Gasoline is carried in the solid cast-iron base. No seams, no solder, no rattles, and a full ONE GALLON supply. Provides heavy substantial base for engine and generator. Safe.

**AUTOMATIC CUTOFF** • Located within the control box is an entirely automatic cutoff which connects the generator to the batteries when the engine is started and disconnects batteries from the generator when the engine is stopped. (It does not stop the engine automatically when batteries are fully charged.)

**LOW COST BATTERIES** • Connect two nominal size batteries in series for 12-volt supply. Standard production batteries available everywhere at nominal cost. One 6-volt battery capable of taking 300-watt charge would be special and costly.

**SHIELDED IGNITION** • The magneto, ignition cable, spark plug are shielded to prevent radio interference. Radio may be operated while generator is running.

**SUCTION CARBURETOR** • Gasoline is drawn from base tank and mixed with air in correct proportions for all speeds and loads. Handy needle valve adjustment instantly accessible. Throttle measures fuel to load. Choke provides rich mixture for starting. Johnson design, Johnson construction. Economical.

**RADIO SERVICE 6-VOLT** • Most farm and boat type radio receivers operate on 6-volt current. Connect radio to one of the two 6-volt batteries; alternate from one to other, have one always in reserve. If preferred, use resistance and connect to 12-volt battery.

**QUIET OPERATION** • The IRON HORSE GENERATOR is equipped with an effective muffler for quieting the exhaust. Valves are enclosed. Cam gears spiral cut. Precision workmanship throughout makes smooth-running, quiet plant.

**MINIMUM VIBRATION** • The engine crankshaft is machined all over, carefully counter-balanced. Piston is light-weight aluminum alloy specially treated, connecting rod also aluminum. Light parts, angle cylinder, precision balancing all reduce annoying vibration to the minimum.

**NATION-WIDE SERVICE** • More than twenty-five Master Service Stations carry stock of parts, have trained men for rendering quick service to owners. Numerous other service stations also available. Johnson service "never more than a day away."

JOHNSON MOTORS

Waukegan, Illinois U.S.A.