1928 50th Anniversary 1978

Outboard Marine Corporation of Canada Ltd., Peterborough, Canada

A History of Progress

1928 JOHNSON MOTORS was founded in Canada and commenced operation with 17 employees in a 30,000 sq.ft. factory.

1931 JOHNSON Cedar Strip Boats were first produced in the Peterborough Plant. The deluxe Imperial model sold for $225.00.

1932 The first ever, inboard-outboard Stern Drive was introduced by Johnson.

1936 The amalgamation of Johnson Motor Company and Outboard Motors Corporation, manfacturers of EVINRUDE and ELTO outboard motors took place. Outboard Marine and Manufacturing Company came into being. A fire this year destroyed the boat plant. Production began on the Johnson-Tremblay centrifugal fire pump, used extensively in Canada for forest fire and municipal fire fighting.

1939 After September, all production of outboard motors ceased for the duration of the war. OMC began producing components and and finished product for a myriad of companies manufacturing planes, tanks, ships and guns for our war effort.

1942 The first major expansion program was completed, enlarging the plant area to 69,269 sq.ft.

1945 Another expansion was completed to an area of 87,553 sq.ft.

1948 An additional 12,000 sq.ft. was added to the bustling plant. OMC introduced the famous Q.D. 10 h.p. motor, bringing the gear shift to outboarding.

1949 A further 64,182 sq.ft. was added to the Peterborough plant bringing the total floor space to 163,735 sq.ft.

1950 Though many people predicted the post war boom was over, OMC built another 19,000 sq.ft. addition and introduced a new 25 h.p. outboard motor which furthered the trend to family pleasure boating.

1953 LAWN-BOY, the rotary powered lawn mower was introduced. The growing production of outboard motors, together with this new product, necessitated an additional 40,000 sq.ft. Total floor space of the Canadian plant had now reached 222,732 sq.ft. Employemt stood at 833

1956 The Company's name was changed again, to Outboard Marine Corporation of Canada Limited. The 30 h.p. outboard motor was introduced continuing the trend to more power for water skiing and bigger outboard cruisers. OMC announced the purchase of Industrial Engineering of British Columbia.

1957 This year saw the start of a $4 million expansion program in

The wartime employment high was 822. On June 20th a letter to all Outboard Marine dealers across Canada announced the first outboard motors to be produced in Canada in nearly six years. Production for that year was immediately sold out.

Peterborough, bringing the total floor space to 339,106 sq. ft.

1958 Outboard Marine introduced two tremendous advances to the outboard industry this year. The first was a new concept in silent operation, reducing the

sound level of outboards to the level of an automobile. The second was the unveiling of the 50 h.p. V-block, four cylinder outboard, a remarkable engineering achievement. Employment reached a new high of 1,177.

1960 OMC's V-block 75 h.p. outboard motor set a new world's speed record of 114.650 miles/hour. OMC of Canada had its first 30 year club meeting with 14 members present.

1962 Purchased plant in Trenton and began production of the OMC 17 boat, which started the trend to inboard-outboard powered boats.

1963 A new 28,240 sq.ft. addition to plant facilities, included a new die cast department and brought the total floor space area to 363,683 sq.ft.

1964 OMC purchased the former Peterborough Canoe Company property and set it up as a national service and parts center.

1966 A new plant was built on Neal Drive in Peterborough on 100 acres of land, primarily for the manufacture of snowmobiles. OMC outboard power now ranged from 1½ to 115 h.p., with 5 stern drive models ranging up to 225 h.p. An EVINRUDE V-4 set the fastest speed ever with outboard power--131 m.p.h.

1967 OMC opens its first company owned Parts and Service depot in North Bay.

1968 A new three cylinder 55 h.p. outboard was introduced by EVINRUDE and JOHNSON. This engine also re-introduced thru-hub exhaust to OMC engines, an idea patented by Ole Evinrude many years before.

1970 OMC outboards go to a 50:1 gas to oil ratio. Just ½ as much oil as early outboards. OMC Canada built its one millionth outboard motor.

1971 A new engineering concept by OMC eliminated all overboard drains that deposit unburned fuel into the water. Although patented, OMC made these anti-pollution inventions freely a-

Environmental Protection Agency gets underway, that eventually proves that outboards do not pollute the water.

1973 Roger Wood drives his OMC power boat 112.414 mph to set a Canadian speed record. OMC opens a new parts and accessories distribution outlet in Quebec City.

1974 Michael Dumas, a young Canadi- artist, was commissioned to do 30 wildlife paintings over a period of five years. The OMC art collection was born.

1976 The introduction of the V-6 200 h.p. opened a new era in boating performance and convenience. OMC opens new parts and accessories distribution center in Peterborough.

1977 Further expansion of our parts and accessories branches sees the opening of a new outlet in Ottawa. The OMC racing team won the National Overall Championship in Mod "U", set a new Canadian speed record of 114.974 mph, and a new world's competition speed record on a five mile course with a Mod"U" V-6. A JOHNSON outboard took the National High Points Championship in Mod 50, and OMC engines also won the National Championship in SE Class and FE Class with our 75 h.p. motors. OMC announced the termination of PIONEER chain saw production and that the company and its manufacturing facilities will be offered for sale.

1978 Canadian sales of outboard motors in the export market reaches an all time high.

vailable to all its competitors.
A three year study by the U.S.