COBOURG PLANT OPENS DOOR

This is Winchester Canada's big week in Cobourg. The company and its 265 employees have just moved into their new 86,000 sq. ft. plant on Brook Road North, and on Thursday official dedication ceremonies will be held.

This Saturday – June 13 – citizens of Cobourg and district are invited to visit the new plant and see how world-renown Winchester and Cooey guns are made.

Employees were the first to open the celebrations with a big family tour a few weeks ago.

On Thursday, with Cobourg resident and Canadian president and general manager John E. Feldhaus as host, the new plant will be dedicated at 2 p.m.

Attending will be Alex Carruthers, MPP, Durham; Russell Rowe, MPP, Northumberland; Mayor Jack Heenan and members of council, with Rev. George Malcolm, St. Andrew's Presbyterian Church and chairman of the Cobourg Council of Churches giving the invocation.

Special company guests in Cobourg will include Harlow Reed, executive vice-president and chief operating officer of the $1 billion-plus parent U.S. Olin Corp., and William L. Wallace, Winchester Group vice-president.

The company has recently moved from its former plant in the town's west end, where it had been located since coming to Cobourg in 1929.

Winchester Canada Limited sells a full range of Winchester guns imported from the U.S. as well as those made in Cobourg. There is also an ammunition plant at Cobourg.

Beginning in Toronto as the H.W. Cooey Machine & Arms Co. Limited, in 1903, its founder was a machinery specialist. During World War I, the company produced small arms parts and other machinery, always conscious of quality and good design.

Just after the war Mr. Cooey himself designed the famous Cooey 22 calibre rifle which soon became well recognized across Canada as well as internationally. By 1929, there had been several expansions in Toronto, and Mr. Cooey bought a vacant plant in Cobourg and the company came here.

During World War II of course, war production was vitally important to the Cooey plant, and out came parts for guns as well as training rifles.

In 1961, when Mr. Cooey died the company was sold to the then Olin Mathieson Chemical Corp., under the Winchester-Western division.

Several new lines were brought into company activity, a large expansion of plant and office space undertaken, and employment began to jump from under 100 up to today's 265.

NORTHWEST

PRESIDENT JACK
TERRITORIES RIF
BRUNSWICK, BILL

... bright with hope and full of promise

Congratulations to Winchester on its Progress

JOICE-SWEANOR ELECTRIC LIMITED

ENGINEERING AND CONSTRUCTION

121 Cavan Street
Port Hope

Here's Winchester's

Cobourg's Winchester plant is headed by an [illegible] management

THESE MEN

Congratulations

to

Winchester

on the

Official Opening

of their

New Plant

COMPLETE
INITIAL
CLEANING AND BUILDING
MAINTENANCE
AND
JANITORIAL SERVICES ALSO
THE
COMPLETE
INDUSTRIAL
LANDSCAPING DESIGN AND
CONSTRUCTION OF THE SITE.

BELL

Window Cleaning
Services

446 KING STREET EAST COBOURG

team with Canadian president and general manager John E. Feldhaus at its head.

Mr. Feldhaus joined Winchester Canada in October, 1968 after 18 years with the U.S. parent company. He is a graduate of Westminster College, Fulton, Mo., and has an MBA from St. Louis University, St. Louis, Mo.

In 1950, he became a management trainee with the U.S. company, and moved successively and successfully through positions as a business research analyst, marketing assistant, assistant to division general manager, to marketing research manager, assistant director of sales to a 1967 posting as director of market planning.

Just under two years ago, he came to Cobourg to head Canadian operations. In the community, he is a director of the Chamber of Commerce, and involved in church and Boy Scout activities.

Many of the other executives are also well known.

Charlie Thompson, director of manufacturing, joined the company early in 1967, and is a former materials manager at Canadian Trailmobile and project manager at Canadian Westinghouse. He is a professional engineer, graduate of Upper Canada College and University of Toronto.

Frank Moore, director of marketing, has been with the company since 1962. He is in charge of marketing, sales and distribution of Winchester-Cooey firearms and Winchester ammunition throughout Canada. Under his direction also come product service, advertising and public relations, field force,

LEAD

WORK FORCE

OF 265

customer service, market planning and the Quebec branch. Previously, he was a sporting goods manager in Vancouver, a merchandise manager for sporting goods in Winnipeg, then a Winchester field representative for seven years before becoming director of marketing last year.

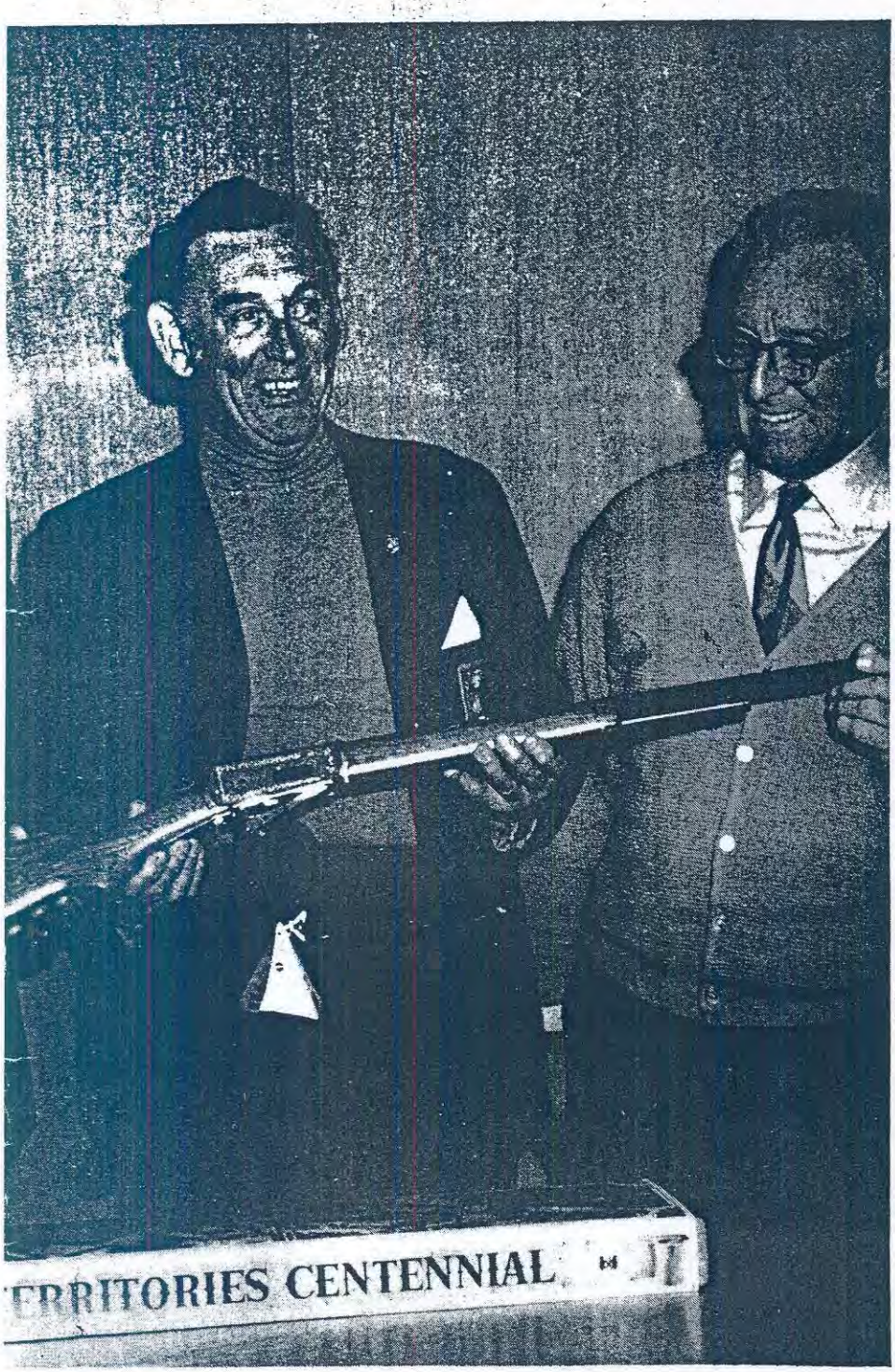
Jim Morse, controller, has been two years at Winchester. He is in charge of accounting, analysis, office administration. Previously he was a financial analyst with Massey Ferguson and Ford of Canada. He is a graduate of University of Toronto with a BA and MBA.

George Cook, manager of technical services, has been four years with the company, and is responsible for quality control and new product design and development. He was a toolmaker in the U.K., a gun fitter with the British armed forces, and a toolroom foreman in guided missile division of English Electric Company in the U.K.

Harold Nelson, industrial relations manager, since 1966 is known throughout the Cobourg community, and is very much involved in a number of community ventures, including the IAPA, Cancer Society and Chamber of Commerce. He is responsible for the usual duties of personnel and labor relations, but also for a special duty of "community relations". Previously he was with Canadian Westinghouse in personnel work.

A-Winchester Canada 08-06

TO PUBLIC SATURDAY



ELDHAUS, AT LEFT, SHOWS SPECIAL NORTHW
: TO VISITING OUTDOOR WRITERS FROM NEW
OCKHART AND WILF TAYLOR

BEST WISHES

Direct Winters Transport

Ontario Street North
COBOURG

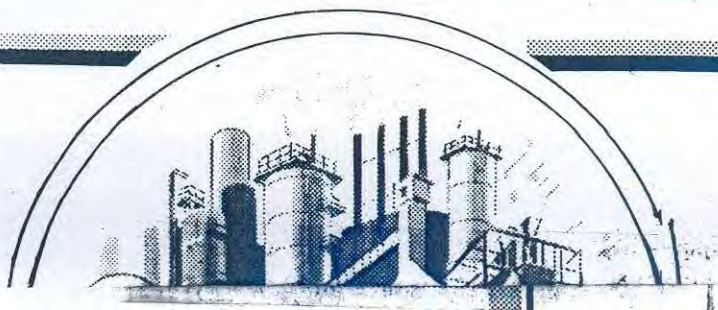
we are proud to be part of the Industrial Community

CURTIS
Products Limited

495 BALL STREET
COBOURG

management team

Bill Long, manager, mmunition manufac-ring, has been with munition plant superintendent for Gevelot. He is com-



Total cost of the new inchester plant is well er $2 million.

When work began on e 50-acre site last mmer, costs were timated at $2,198,000. Ontario Development orp., a provincial vernment agency, anted a $250,000 forgivable loan to help finance the project. The loan does not have to be repaid provided the company meets certain conditions over a six-year period. It was provided under the province's "Equalization of Industrial Opportunity Program".

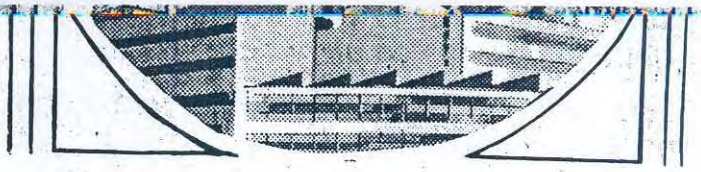
A BRIGHT FUTURE

We are proud to share in this effort....and to serve the individual, the family and the business

"Dutch Oven"

Bakery - Coffee Shop
Industrial Caterers
Cobourg

Our Reputation is Your Guarantee



CONGRATULATIONS TO WINCHESTER CANADA ON THEIR PROGRESS AND DEVELOPMENT

LOOKING FORWARD,
WE TAKE PLEASURE AND PRIDE
IN JOINING WITH ALL
OF YOU IN THIS WORK OF BUILDING
FOR THE FUTURE

RONER

CONSTRUCTION
LIMITED

General Contractor

304 DIVISION STREET COBOURG