

Winchester Canada Limited opens new plant in Cobourg

Winchester-Western (Canada) Limited, a unit of Olin Corporation, formally opened the doors of its new Cobourg, Ontario, headquarters offices and sporting arms and ammunition manufacturing plant with a dedication ceremony on Thursday, June 11 at 2:00 p.m.

Approximately 350 people attended the ceremony, including 250 employees.

Harlow J. Reed, Executive vice-president and chief operating officer of Olin Corporation, formally dedicated the new 86,000 square foot facility with a symbolic firing of the first Winchester shotgun produced at the plant. "I am pleased to be here and commend all concerned with the success of this plant," he said. "The co-operation of the town and government is commendable."

John E. Feldhaus, president and general manager of Winchester-Canada cut the ribbon to formally open the new plant. He stressed Winchester's faith in Cobourg and its community of employees and friends. This relationship with the town was an important consideration in the expansion of the Company's product line and base of operations in Canada. He praised the support of the employees for their support of both Winchester and the community.

Weather conditions were uniquely suited to the occasion as loud claps of thunder provided an honorary "gun salute". Master of Ceremonies Jack Heenan accused MP Russ Rowe of arranging the weather in order to secure more votes. Mr. Jack Heenan accused MPP Russ Rowe of arranging the weather in order to secure more votes. Mr. Rowe received a loud ovation from the crowd when he rose to speak.

Other speakers at the dedication included William L. Wallace,



PRESIDENT AND GENERAL MANAGER JOHN M. FELDHAUS

Winchester Group Vice-President, Rev. George Malcolm, chairman of the Cobourg Council of Churches delivered the invocation.

Mayor Heenan, Mr. Reed, Mr. Feldhaus and Mr. Maurice Alderson, representing hourly employees, participated in the ribbon-cutting ceremony.

Other guests from the town and province, including Cobourg councillors, the Chamber of Commerce and town officials, joined in marking the occasion with members of the press and company representatives.

Following the formal dedication, the guests were conducted on special tours of the new plant and offices which are located in Brook Road north.

In noting that the new Winchester plant will be an invaluable asset to a growing Ontario, Cobourg Mayor Heenan re-affirmed that Cobourg's friendly relationship with Winchester-Western and its employees over the years will continue to grow. He emphasized that both Cobourg and Winchester-Canada are full-fledged partners in Ontario's future.

The Cooley Firearms Company of Cobourg, one of Canada's oldest and most respected names in firearms, was purchased by Winchester in 1961. Winchester-Canada was established at that time for the manufacture and marketing of Cooley and Winchester sporting arms and ammunition in Canada.

Speakers at the

dedication renewed the invitation to residents of the Cobourg area to visit the plant as part of the celebration of Cobourg's Winchester Canada Day, which was officially proclaimed by Mayor Heenan.



HARLOW J. REED, EXECUTIVE VICE-PRESIDENT U.S. PARENT COMPANY,



MR. FELDHAUS AND GUESTS- Wm.L.Wallace, vice-president, Winchester group, Mr. Reed, Mayor Jack Heenan, Russell Rowe, MPP.



STAFF WATCHES CEREMONIES

*SENTINEL-STAR
JUNE 17, 1970*