

Tributes flow at Ernst Leitz Co's 25th birthday party

Tributes to and from Ernst Leitz Canada flowed as liberally as the German wines of the table at a special 25th anniversary banquet for Leitz held in Midland this last Saturday.

Leitz company officials from around the world, photographic industry representatives, local politicians and Leitz employees converged on the Country Mill to toast Leitz's first 25 successful years in Midland and to pay homage to the dedication of the men and women who had made the

Leitz venture into North America a reality. It was 25 years ago, in the spring of 1952, that the first band of nine Leitz experts arrived in Midland to set up what was, and still remains, E. Leitz Wetzlar West Germany's first manufacturing venture into the North American market.

The reasons for going abroad so shortly after a disastrous second world war were many, Horst Siegfried, Chairman of the Board of Directors of E. Leitz Canada, and its president from 1969-75, told the hundreds of diners.

North America was Leitz's single largest market outside Europe; a company with an international orientation such as the Leitz company's was naturally interested in gaining supplementary information on optical technology and marketing know-how; and with a North American base, Leitz

could better serve its many Canadian and American distributors. Canada was chosen over its neighbour to the south because "of a promise of continued development in future years" whereas in the USA the optical industry was already highly developed and situation of branch companies somewhat tenuous, Siegfried explained.

The tie-in to commonwealth markets and the interest of the Canadian government in having optical companies locate in this country for completion of government orders also figured in the Canadian choice.

Midland won out. But it was the open-mindedness, cooperation of Midland officials and citizens which resulted in this town winning out over two other possible locations: Granby in Quebec and Smiths Falls in Ontario. "It was the right choice," Siegfried told a rapt audience as he thanked Midland and its

citizens for their help and encouragement in the development of the Leitz Canada facility. Despite its success today however, the 25 development years were "not years of uninterrupted sunshine" Siegfried said, citing the initial rejection of companies and distributors of the 'Leitz, Midland' label. It took a while for them to realize the same high standards set by the Wetzlar parent company had been imported to Midland manufacturing as well.

And, he said, it took years to develop the Midland program to the point where it is at now: an almost completely autonomous company with its own "personality, name and know-how."

Twenty-five years ago Leitz Canada had three main objectives, Walter Kluck, president of E. Leitz Canada and assistant manager in 1952 told the hundreds of assembled guests. "We wanted to create a

North American manufacturing base which could cater to this market's requirements, to do this at a minimum help and burden to Wetzlar, to be autonomous wherever possible, and to observe the North American market potential and influence development of new products wherever possible.

"Today, after 25 years we have fulfilled these objectives in all respects," Kluck said.

Cranston honoured. In his address, Kluck paid tribute to the dedication of a number of officials among them founding Leitz, Canada president Gunther Leitz, who passed away unexpectedly in 1969, and Bill Cranston, Midland's Chamber of Commerce president in 1952. "It was largely because of his persistence and hard work that Midland was chosen as the site (by Leitz) over others," said Kluck, noting that Cranston's ill health prevented him from celebrating with the others Saturday evening.

"We started with \$50,000 in cash - even 25 years ago this didn't go too far....We never

visualized that we would one day supply more than half the lenses of the Leica camera system," said Kluck.

Now that the company and its reputation is established Kluck sees the challenge for the future lying in the development of high quality employee training programs and "the greatest challenge" in the further manufacturing development of the Leitz 35 m.m. precision camera (the Leica M4-2).

"Our challenge now is to continue to develop our own system of lenses and accessories, to be autonomous regards production and an entire product line," the optimistic president told his enthusiastic audience.

Kluck however had words of warning for the economic situation of the country and Ontario, noting that jobs at Leitz, and indeed across the nation, would only be permanent if the country's economy is "sound and competitive."

"If we price ourselves out of the market, all our efforts will be in vain," Kluck warned.

"After all, we can't all work in the Post Office, Kluck quipped, referring to the postal union's most recent demands for a 30 hour work week, 10 minute coffee breaks each hour etc.

In his address to the dinner gathering, Mayor Moreland Lynn also had high words of praise for the Leitz company. "Without your dedication, the standards you accept, aspire to and in fact exceed, this reception might not be possible" he said, adding "as long as you keep producing and keep selling, we'll all be very, very happy."

Among the many special guests were Dr. Knut Kuehn - Leitz, Managing Director of E. Leitz, Wetzlar West Germany; Mr. G. Buchholtz, Managing Director Schmidt and Co., Hong Kong; Bob Schwalberg, 'Popular Photography', USA; Gord Smith, MPP for Simcoe East and Midland's Mayor Moreland Lynn.

There were no promises for the future made during the evening, only the much expressed hope that economic trends

would enable Midland's Leitz Canada operations to operate successfully for another 25 years.



A toast

Head table guests at the Leitz banquet last Saturday rose on a number of occasions to toast the company's success in the past 25 years and to usher in the next 25 years on a positive note. Staff photo



Painting lenses

Waubaushe water controversy boils

Waubaushe ratepayers are incensed over a 15 mill special levy imposed on them by Tay Township Council, so incensed in fact that they have appealed to New Democratic leader Stephen Lewis for advice and assistance.

The special one year levy, approved by Tay Council at a special meeting May 24th, was set on the request for such a levy from the Waubaushe Public Utilities Commission. The levy will cost the average homeowner an additional \$45 per year.

The PUC had originally requested a 10 mill levy to help it pay off a \$14,000 debt to Ontario Hydro accumulated over the past years but council upped the levy to 15 mills. That decision, Tay clerk Walter Lumsden explains, was based on the fact that levies for other water systems in the township are also set at 15 mills and a 15 mill rate based on just under \$1 million assessment for the Waubaushe area would eradicate the Waubaushe PUC's debt.

But Waubaushe ratepayers aren't willing to accept that explanation. Jim Cook, president of the ratepayers' executive, is upset that the levy was imposed without anyone's prior knowledge and that it was at a special meeting which he had not been informed about, even though he specifically asked Walter Lumsden when Tay Council would be meeting next so that the ratepayers could present their case.

Lumsden dismisses that complaint, saying "he (Cook) never asked about a special meeting, he only asked when the next regular meeting would be held...and it was really a budget meeting, not a discussion of the Waubaushe PUC."

The major bone of contention with the ratepayers however remains the levy which, they fear, will see their tax dollars to the PUC sky rocket even more than the 110 per cent increase they've been confronted with in the last six

months. If the latest suggested increase is maintained, Waubaushe rate taxpayers could be paying \$100 annually to the PUC, effective July 1, 1977. The 15 mill levy would be over and above the annual PUC fee.

"With that kind of money (Cook estimates the PUC will have \$29,160 in its coffers for this year not including the special levy) they should present us with some kind of budget for '77," insists Cook, referring to the PUC's statement that it cannot presently produce an accurate operating budget for this year.

PUC's hands tied. Waubaushe PUC chairman Bob Stewart however feels his committee's hands are tied. They're confronted with a \$14,000 deficit accumulated by other PUC's, a deficit Ontario Hydro is now insisting be paid off in the next two years.

He has also said the PUC will reconsider the increased annual charge of \$100: "If we put this new mill rate on, we can't expect them (ratepayers)

to pay the 15 mills and \$100," he said in an interview last week. The PUC will consider revising the annual fee at tonight's PUC meeting.

Stewart estimates annual operating expenses, excluding capital costs required to repair the decrepit Waubaushe water system, stand at upwards of \$20,000 for 1977, though he will not know the exact figure until the last year's books have returned from the auditors.

An annual charge of \$72 per household is the approximate break-even point, Stewart estimates but that does not make provision for repairs. "We could be sitting here today and suddenly have a \$9,000 break," says Stewart, adding the PUC has to keep patching up the existing faulty system until the Ministry of the Environment commits itself to a starting date for a new Waubaushe water system.

Funds for this project have already been set aside in the province's 1978-79 budget and Tay Councilors hope for a meeting with the Minister

of the Environment as soon as the provincial elections are over. They're hoping to present some 'subjective arguments' which could give the Waubaushe project a higher priority rating and move ahead construction of the much needed water system. They're also looking for funds from MOE for an engineering study to determine what kind of system and which per home rates would be implemented in the village.

Tay Township Council in May approved a provincially owned water system, with the village to be billed annually based on consumption and capital construction costs.

Stewart also pointed out that taxpayers on other water systems in Tay pay a minimum fee of between \$62 and \$80, depending on the area. Waubaushe ratepayers, he feels, have not in the past met the operating costs of the water system, a situation which must now be rectified.

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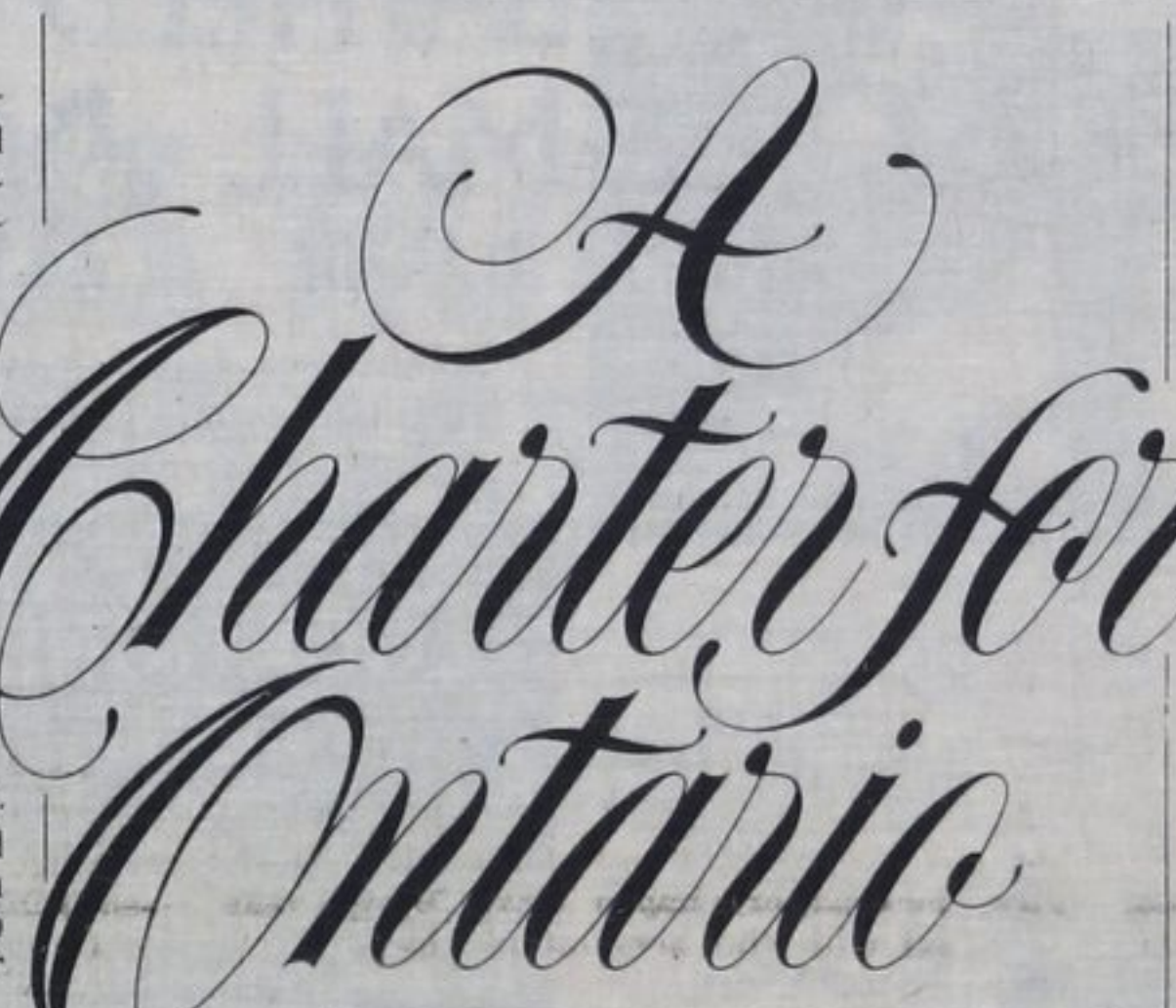
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PRINCIPLES

- Freedom can be sustained only in a society without discrimination based on race, colour, sex or creed. It can best be preserved in a society committed to justice and the rule of law and to democratic institutions based upon the British Parliamentary System.
- Fairness and equality of opportunity can be guaranteed only by a government prepared to ensure that power is not used unfairly by any group in society, including government itself.
- Real freedom can be achieved and maintained only when government is prepared to limit its own growth, power and costs.
- The strength, prosperity and unity of all Canada is vital to the future well-being of all the people of Ontario. The preservation of that unity is Ontario's primary national goal.
- In a fair and free society, government must delineate and protect the following rights of the individual:
 - The right to build a secure future for one's self and one's family.
 - The right to seek and earn fair wages.
 - The right to seek and earn fair profits and fees.
 - The right to work in peace and safety.
 - The right to be protected from unfair or unlawful practices in the market place or the labour force.
 - The right to a fair and equitable tax system.
 - The right to pursue personal fulfillment, growth and self-improvement.

COMMITMENTS

- The Progressive Conservative Government of Ontario affirms its commitment to each of the following tasks:
- A commitment to a target of one hundred thousand new jobs each year for the next decade.
 - A commitment to the continued security of food-supply for all Ontarians. This is to be achieved through: the preservation of farmland; increased per-acre production; effective marketing of surplus agricultural exports and continued support for the farming community.
 - A commitment to a target of 900,000 housing starts over the next ten years in Ontario.



DEDICATION

WE LIVE IN CHANGING TIMES. ALL ABOUT US, THROUGHOUT CANADA AND THE WORLD, STANDARDS AND VALUES THAT HAVE STOOD UNQUESTIONED FOR A HUNDRED YEARS ARE IN JEOPARDY. AT THIS POINT IN OUR HISTORY, WHEN CONFIDENCE IN OUR FUTURE IS MORE IMPORTANT THAN EVER BEFORE, I COMMIT THE ONTARIO PROGRESSIVE CONSERVATIVE PARTY TO THE FOLLOWING PRINCIPLES AND OBJECTIVES. UNDER A PROGRESSIVE CONSERVATIVE GOVERNMENT, THESE COMMITMENTS, WHICH FORM PART OF A DYNAMIC PROGRAM OF ACTION, WILL GIVE EACH PERSON IN ONTARIO THE ASSURANCE WITHIN WHICH TO SHAPE HIS OR HER PERSONAL DESTINY.

William J. Davis

- A commitment to the pursuit of excellence in the fields of industry, technology, management and collective bargaining so that all Ontarians may share in the collective pride and self-confidence that stems from living in an environment of progress and achievement.
- A commitment to fair profit as the prime encouragement for individual wage-earners, professionals, entrepreneurs, investors and industries to help Ontario grow, along with a commitment to encourage the growth of the small business sector of our economy.
- A commitment to reducing work stoppages and slow-downs through more advanced labour-management negotiations and through the outlawing of strikes and lockouts in such sectors of the economy as provincial government services.

AFFIRMATION

We affirm that the Progressive Conservative Government will uphold these principles and commitments as a guarantee of personal freedom, economic security and stability in Ontario. We affirm our belief that social justice for all can be assured only through dedication to high quality programs of health and education that serve all with competence, equity, effectiveness and affordability.

To this end:

- Health systems must allow doctors and patients to work together to prevent, treat and cure disease.
- Education programs must promote basic competence in basic skills as a prerequisite to the advancement of all.
- Opportunity must be maintained for all who legitimately seek greater participation—such as native peoples, women, the handicapped—so that all in Ontario share as a common heritage the right to pursue personal fulfillment through their own effort, initiative, commitment and self-reliance.

We affirm that every citizen of Ontario shares a common right to self-advancement, to balanced and stable government, to freedom, justice, equity and security as residents of a great province which has a key role to play in advancing the interests of a great nation. To these principles, commitments and affirmations I dedicate my Party in the service of every man, woman and child of our province in a spirit of faith, trust and common purpose.



What this Charter means to you.

"The policies and commitments in this Charter grew out of my New Year's message as amplified in our Throne Speech and recent Budget. It describes how a Progressive Conservative Government will lead Ontario in the years immediately ahead. I believe it reflects an understanding of the way

of life and the human needs and aspirations of people throughout this Province. It provides a plan to keep Ontario strong and dynamic—a place in which the need to preserve the best of the past is balanced with the need for future growth.

The Progressive Conservative Party is committed to these goals. I ask you to join with me in translating this Charter into action by voting Progressive Conservative on June 9th."

William Davis, Premier



Your future. Your choice.