

Good news from Mitsubishi's top brass

Midland plant soon to go to three shifts a day

by MURRAY MOORE

Good news emerged during a press conference with the visiting chairman of the board of Mitsubishi Electric Corporation, Sadakazu Shindo, in Midland last Friday.

Later this month or early next month, Mitsubishi's Midland plant will go to three shifts a day, doubling the number of employees to 400.

Mitsubishi Electronics Industries Canada Inc. (MEICA) President Yutaka Takano, the man in charge of Mitsubishi's only manufacturing plant in Canada, said that when his company bought the plant last year from RCA, their schedule set this coming September or October as the period when the new company would be ready to start around-the-clock production.

More production workers will be hired further in the future when MEICA begins

production of different size colour television picture tubes, Takano said.

Increased demand for picture tubes is the reason for the early move to three shifts, Shindo said.

The chairman said Mitsubishi is not thinking of making products other than colour television picture tubes in the Midland plant "at the present time."

The chairman of MEICA's parent company came to Midland from Japan to see for himself the result of the conversion of the RCA plant, and to see how well the plant is running.

Shindo praised his staff for their effort, and the federal and provincial governments and the residents of Midland and area for their support (using a Japanese saying) "in the shade and in the sunlight."

Reasons contributing to the unexpected

demand for picture tubes given by Takano were recognition of Mitsubishi's products' quality, and reliability.

By 1987, Takano said, 40 percent of the plant's tubes will be sold in Canada, 40 percent in the United States, and the remainder overseas.

The co-operation of Japanese business and Canadian governments is cited on Japan by journalists as an example of successful co-operation between government, Shindo said. The decision to buy the closed RCA plant has proven to be a good one, Mitsubishi's chairman said.

Japanese management and Canadian workers have come to an understanding, Takano said. He has noticed recently that the Canadian workers are trying very hard to understand the Japanese method.

The attitudes and work habits of Canadians

were a major concern of the company. Takano noted the two countries' different histories, cultures and languages.

Takano hinted that the understanding was not instantaneous saying that the new management and the old RCA workers did not exactly hit it off at first.

The two groups have come to an understanding, he said. Canadian workers do work when they see that there is work which has to be done. Now, for example, some staff are working into the early hours of the morning to prepare for the move to three shifts, just as their counterparts in Japan would do in the same situation, he said.

All of the plant's main Canadian managers have been to Japan, courtesy of their employer. Their visit, Takano said, helped them understand the Japanese people as well as the company's technology.



Euchre champs

The Wednesday evening euchre playoff champions of Royal Canadian Legion Branch 68, Penetanguishene, are from left, with Legion President 'Bud' Brown, sitting, Katherine Buttineau, Jean Dumias, Sonia Penna, Irene

Fulawka. Standing from left, Len Prisque, Legion President "Bud" Brown, Ed Fulawka, Garry Livingstone. Absent are Rita Chevrette and Gill O'Rourke.

Mitsubishi's chairman has kind words for area, workers

by DOUG REED

East met west Friday evening in Penetanguishene and both were rewarded by the experience.

The occasion, in the Flag Deck Room of the Inn at Bay Moorings, was a buffet dinner in honour of an official visit to Canada by Sadakazu Shindo, chairman of Mitsubishi Electric Corporation of Japan.

The popular top company executive said he had come to Canada "to see first hand" Mitsubishi's operations at Midland.

He indicated his pleasure "at seeing production in progress". The chairman had kind words too for those associated with Mitsubishi here since it took over operations of the former RCA plant on Highway 12 while he was especially humorous in his remarks concerning plant president Yutaka Takano especially when Mr. Takano's well-known beard.

(Mr. Shindo's brief comments were translated from Japanese to English through an interpreter.)

At the outset of his remarks, the chairman delighted those present when he quipped in English, "I would like to speak to you in English...but I can't."

Present for the gala buffet dinner and reception were officials from the local Mitsubishi operation from affiliate operations and from the local community.

Penetanguishene Mayor and Mrs. Ron Bellisle, Tiny Township Reeve and Mrs. Morris Darby, Tay Township Reeve and Mrs. Bruce Tinney, Port McNicoll Reeve and Mrs. John Moreau, Midland Mayor and Mrs. Al Roach and Warden and Mrs. Ross Whiteside attended the "gala" as did representatives from both Penetanguishene and Midland Chambers of Commerce and The Midland Times-Penetanguishene Citizen.

In his short remarks, Mr. Shindo called attention to his pleasure that Mitsubishi has received a warm welcome since taking over the former RCA plant at Midland.

Following a series of short thought-provoking and warm speeches, Japanese hosts literally provided the entertainment as is their traditional custom.

Table after table of first Japanese and then Canadians were called upon to provide some sort of entertainment which in most cases turned out to be singing a song or two in front of one's peers.

At the conclusion of the evening all were in agreement, they couldn't recall having a more delightful evening especially with so many new-found friends.

Even Chairman Shindo got into the act by getting rid of his sports jacket which by then was laden with lapel pins from Midland, Penetanguishene, the County of Simcoe and the Papal Visit, to sing several well known Japanese songs which on each occasion drew standing ovations.

Amid "let's do this again soon", the evening drew to a close with a final Japanese farewell ceremony to which everyone in the room took part.

May 25 designated Arbour Day in Ont.

by ALLAN K. MCLEAN
MPP Simcoe East

To help communities and groups join in general celebrations marking Ontario's bicentennial, May 25 will be Arbor Day for the province.

On this date, thousands of white pine trees will be planted across the province, courtesy of the Ontario Ministry of Natural Resources. The white pine will soon be named Ontario's official tree.

Both the Ministry of Natural Resources and the Ministry of Education are coordinating the distribution of white pine seedlings to participating schools across Ontario.

There will also be a number of ceremonial plantings of white pines at Queen's Park, and other centres in the province, on May 25.

It was my colleague, Doug Kennedy, MPP for Mississauga South, who originally promoted the idea of an Arbor Day for Ontario.

According to his idea, Arbor Day will be a time to encourage a greater appreciation to the planting, preservation and conservation of trees.

As well, Arbor Day should serve to remind us all of the important role the forestry industry plays in the life of our province.

The white pine has been chosen to represent the province because of its beauty, as well as its significance in the growth of our communities.

The tree was abundant when settlers first cleared the land 200 years ago. At that time the harvest of the tree formed the backbone of the developing economy.

Today white pine still has significance in the economic life of the province. White pine is frequently used by craftsmen and furniture makers, as well as builders.

Municipalities and non-profit groups can request a white pine free-of-charge for tree planting ceremonies during bicentennial year.

I can think of no more fitting symbol of our

province's celebrations than the planting of a tree will bring shade, protection and comfort for many years to come.

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Arril! A musket salute will accompany the launch.

The official party and guests will tour the Bee after the launch.

The Bee was one of three major transport vessels at the Penetanguishene Naval Establishment between 1817 and 1831. Originally a Durham boat, the Bee was designed and rigged as a schooner to allow navigation in the Great Lakes. In August, 1831, the Bee was offered for public auction.

The new Bee will have, in addition to normal schooner equipment, a diesel engine, fuel and water tanks, a head, galley, safety equipment, and navigation lights, all hidden or camouflaged.

The cost of building the Bee was nearly \$200,000. The construction is part of a Canada Ontario

Employment Development (COED) grant awarded by the Friends of Sainte-Marie.



Papal choir rehearsal

Fr. Stephen Sommerville, of St. Margaret's Church of Midland, spent last Sunday afternoon at the Martyrs' Shrine leading a rehearsal of the

several hundred area church choir members who will make up the choir at the shrine on Sept. 15, the day of Pope John Paul II's visit.