

Business/Real Estate

Keep Canada for Canadians: Pilkey

By JOHN STEWART
Times staff writer

Canada must stop being a "resources supermarket" for the rest of the world if it hopes to establish a successful industrial strategy of its own.

Cliff Pilkey, president of the Ontario Federation of Labor (OFL), told a joint meeting of the Mississauga, Etobicoke and Brampton industrial associations last week at the Ramada Inn that labor does want to promote an industrial strategy.

But Pilkey said that such a strategy won't succeed unless domination of the Canadian economy by multinational foreign corporations is attacked. "Foreign ownership poses a real constraint on our ability to take initiatives in the industrial sector," he said.

Canada is being hurt by its past policies allowing American interests to dominate the manufacturing sector, Pilkey said. "As the United States adopts an increasingly protectionist stance to shore up its own faltering

economy, Canadian branch plants are closed in aid of American job creation."

He urged "repatriation" of profits leaving the country and of a decision-making process about Canadian manufacturing which takes place in board rooms in other countries.

Canadian branch plants do almost no research and development "do not innovate, seldom branch out into new products, and do not hustle to export," said Pilkey. "The parent company organizes these activities at home base in its own, and its country's interest."

Pilkey said Canada must concentrate more on high-technology developments, such as the Dash 7 and Twin Otter short take-off and landing planes built in Mississauga. "Without advanced technology, innovation and imaginative policies we will not be able to promote and build our own manufacturing base, nor compete abroad," he said.

He proposed compelling foreign corporations to allot a portion of their

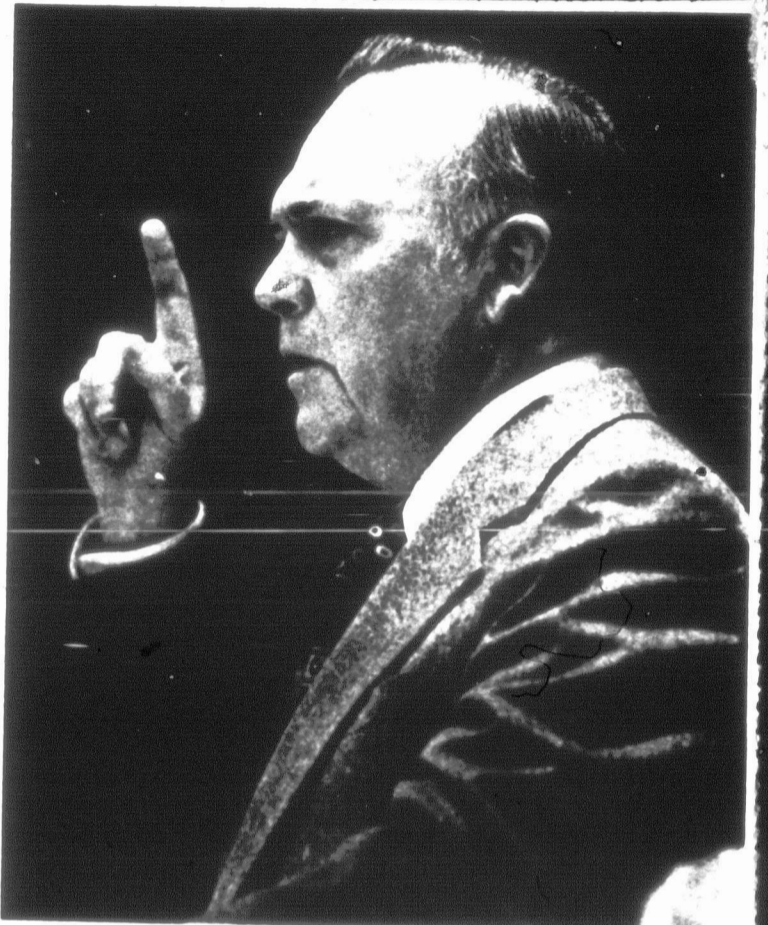
research programs to the branch plants in Canada.

The task of repatriating the economy "is clearly a political one," the audience was told. Pilkey urged greater government involvement in planning investment decisions.

The former NDP Member of Provincial Parliament said the two old-line Canadian political parties have a "philosophical hang up" about an industrial strategy. "They believe the private sector can somehow work their way through all these problems. They think that any direction private industry goes is obviously good for the country."

Instead of supplying a real industrial strategy, governments provide funds for companies like Reed Paper to meet pollution standards, Pilkey said.

Pilkey said that labor is not prepared to accept the status quo in the industrial sector with all of its accompanying problems. He said labor would not tolerate "the continued sellout of our children's economic birthright."



GORM LARSEN/THE TIMES

Cliff Pilkey: Close the supermarket



MORRIS LAMONT/THE TIMES

Blakely and Thorneycroft: They've got a good research plan

Lots of choice in Brampton

By JIM ADAIR

Developers in Brampton have stiff competition as they try to woo new home buyers these days, but two projects by Spruce Valley Homes are selling well.

Both Maplewood and Valleybrooke, located across the road from each other on Kennedy Road just north of Vodden, offer three and four-bedroom detached bungalows and two-storey homes, along with back-, rear- or side-splits.

A tour through one of Maplewood's priciest single models (\$80,900), shows a three-bedroom back-split with unfinished den or fourth bedroom. There's a delightfully large and bright kitchen with a cathedral ceiling, lots of cupboard space and a breakfast area.

The model has a fair-sized living/dining room and a finished family room complete with a wood burning brick floor-to-ceiling fireplace. There's a side entrance with a two-car garage.

By contrast, the most inexpensive semi at Maplewood sells at \$58,900. The dining room looks out the front of the home, and the kitchen hooks up with the dining room on one side and a breakfast area on the other. Upstairs is a large living room. There are three bedrooms, 1½ bathrooms, and a finished fireplace can be added for a little extra money.

Mortgage money at Maplewood is available at 10½ to 10% per cent for semis, and 10½ to 11 per cent for singles. Taxes range from \$700 per

year to \$960. For information on Maplewood, call Norm Gold or Norm Wetherup at 453-8704.

Homes in Phase One of Valleybrooke will be ready for occupancy in a month. There are 116 houses, with six models from which to choose.

Valleybrooke prices range from \$60,900 to \$65,900. For the top price, you can get a four bedroom, two-storey house with large living room, finished fireplace, walk-out to the patio from the living room, and a two-piece bath in the master bedroom.

Valleybrooke mortgages are set at 11½ per cent, with an option to pay \$400 interest charges to bring the mortgage down to 10½ per cent. For information on Valleybrooke call 459-9906.

Kid power

Ressco doesn't play around

By JOHN STEWART
Times staff writer

Ressco Recreation Inc., a Mississauga company which develops creative playgrounds, has a sure-fire research department that knows what it likes.

When the company's officers want to find out what kids like or don't like about their product, they grab their own children and take them out to the playground. With the investment of a minimum of time, they get a pretty good idea of how successful their product will be.

"We attend conferences all over the country," says William Blakely, one of the partners in the all-Mississauga firm. But we also use our own kids to get feedback about new innovations," he says.

Since it started in a small 1,700-square-foot office in Weston five years ago, Resso's business has galloped ahead, expanding almost 100 per cent per year. This year the increase is expected to be about 50 per cent.

This will be the first year that Resso hasn't been forced to change locations because of its expansion. The next move from its 12,000 square foot location in a Haines Road industrial mall will be into its own building, Blakely says.

Although the firm is small, it considers itself one of the innovators in the field and is in the unusual position of having its own two-man design staff working on new concepts in play equipment.

The plant on Haines Road is a child's paradise. It is littered with models of creative playground because Resso builds a model of every facility it installs.

The firm also uses the unique practice of numbering all of the parts in the shop so that the installation teams basically complete a giant build-by-numbers game to erect the

equipment. Most of the construction is wood and steel, with plastic piping used as well. Almost all of the materials used are bought in Peel say Blakely and Richard Thorneycroft, Resso's marketing manager.

One of the biggest problems Resso runs into is vandalism, an inevitable adjunct of installing playgrounds. Although vandalism was down over the summer, Resso is now in the process of fixing equipment at St James and Queen of Heaven separate schools and forest Glen and Neil C Matheson public schools in Mississauga. Resso provides a one-year guarantee.

"We work closely with many community groups who want to put in creative playgrounds," explains Blakely. But the change in priorities for the Ontario program has seriously reduced the number of projects erected on school board property. Resso also does a lot of work for developers and landscape architects. Blakely says Mississauga is ahead of many other municipalities in demanding playground facilities as a condition of development.

"This is a great business," claims Thorneycroft. "There's a lot of idealism in it. We think we've got one of the best and safest products on the market."

Blakely says that there's a basic formula for creative playgrounds: "Swinging, sliding, climbing and hiding."

But if the equipment provided for children isn't challenging enough, they won't use the equipment. "They'll just go off and start climbing trees," says Blakely.

So the company must try to master the impossible chore of satisfying a child's imagination.

That's why company officials spent so much time taking their children to the park.