

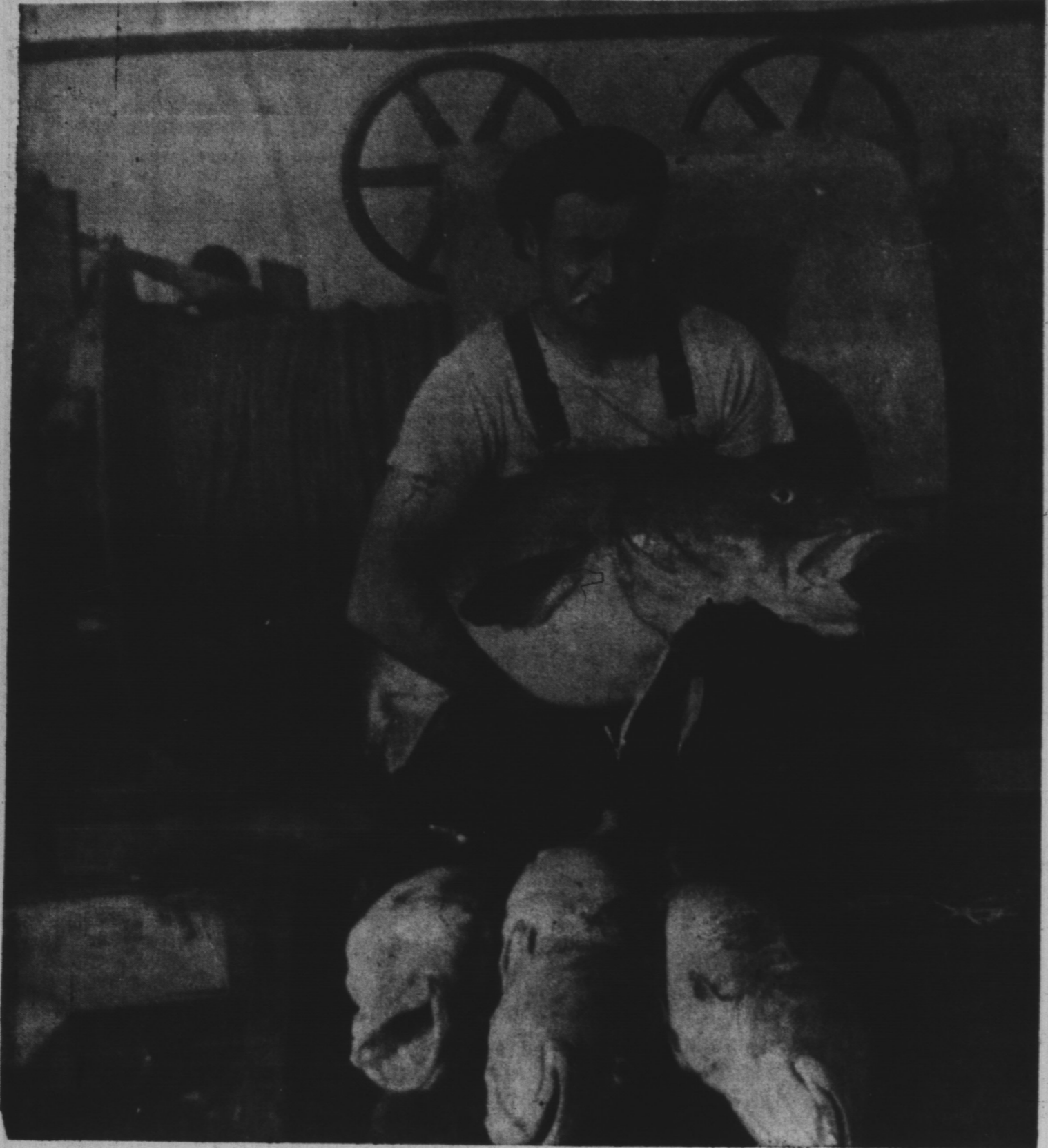
Souris Eastpack Plant Grows Into Big Industry

When the Eastern Packing Company commenced operations in Souris, there were few who could even visualize the effect the plant would have on the economy of this eastern Prince Edward Island town.

From a small beginning, Paul and Edward Gallant and Art Peters have developed a business that, through salaries and purchases alone, causes upwards of a million dollars to circulate in the town every year.

Ten years after they started the Eastern Packing Company, the energetic officials opened Eastern Fisheries Ltd. and pioneered dragger fishing operations and the packing of fresh frozen fillets.

For approximately nine months of the year, 150 to 200 persons are employed by the well known Souris plant and in filleting operations, emphasis is placed on high quality cod, haddock and sole.



THEY GET BIG ONES

Plant officials readily admit that without the co-operation they receive from the fishermen they would never be able to maintain such high standards.

HIGH STANDARDS

Eastern Fisheries buys from about 140 inshore fishermen who operate out of Souris, Basin Head, North Lake, Naufrage and Morrell. Thirteen draggers also operate out of well known port and account for almost 50 per cent of the total landed catch of all ground fish on the Island.

The keynote of the success of Eastpack products and Eastern Fisheries Ltd., is the close co-operation received by both the company officials and the fishermen in their joint operations which border close to a bond of friendship, each working in the interests of the other and the community as a whole.

The first dragger was built in 1950. Last year there were 13 operating and three or more will be added to fishing fleet this year. The Souris Company not only pioneered the fresh frozen filleting industry in this province but also kept pace with its expansion.

DRAGGER CATCH

The value to the fishermen of last year's dragger catch alone was over \$300,000. The inshore fishermen too come in for a good share of this business but generally consider the lobster season as their best time to reap their harvest from the sea.

In this regard, the Eastern Packing Company is one of the few Prince Edward Island plants that has continued to process a quality lobster pack which, along with other Eastpack products is marketed all over Canada and the United States.

Progressive expansion has been the policy of the popular fisheries officials at "Eastpack" ever since they started operations in Souris and at the present time

they are renovating the Filleting and fish meal plant to provide better facilities for the workers and the fishermen.

POPULATION UP

The effect this industry has had on the economy of the town of Souris has been tremendous. In

the past five years, the population has increased by 500 persons and openings have been created in the business and professional fields.

The officials of Eastern Packing Company pioneered a new

industry which has created a flow of new money and new vistas for a rapidly expanding town.

The men responsible for giving the province this new industry are: Paul Gallant, president of the Eastern Packing Co., Ed-

ward Gallant, President of Eastern Fisheries Ltd. and Arthur Peters, General Manager of Eastern Fisheries. Mrs. Rena Boylan is the company secretary and John Mullally is the office manager.

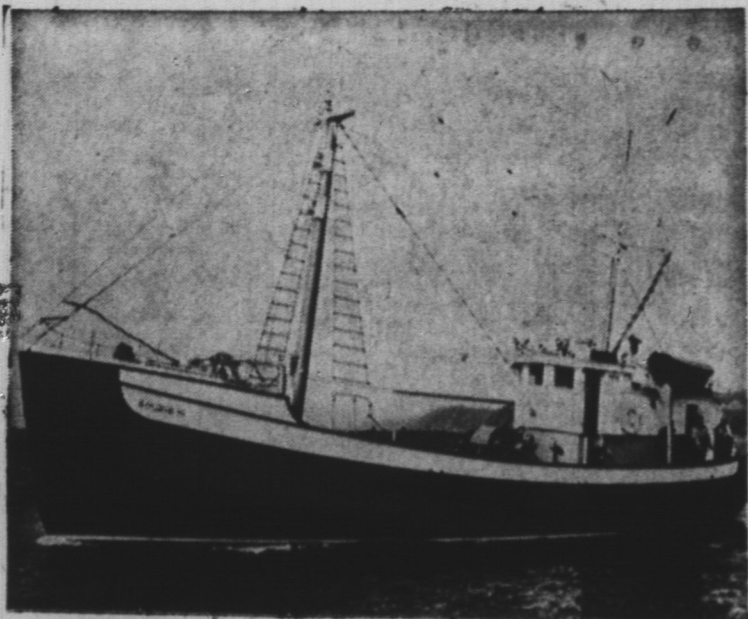
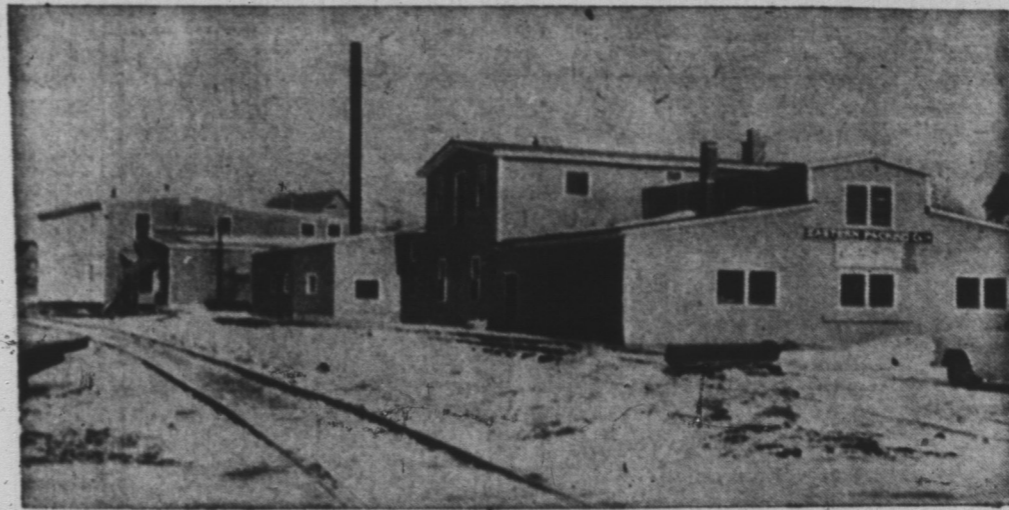
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The Story of Eastern Packing Co. Limited in Souris ... a firm dedicated To The High Ideals of The Fishing Industry!

Established in 1941, this firm has constantly, over the years, striven to provide the best of facilities to all who patronize our company . . . augmented continually by the addition of new facilities. As a new year forges ahead, we of Eastern Packing Company Limited once again renew our pledge to do everything in our power to make the Prince Edward Island fishing industry as successful as possible in 1959 . . . and in the years which lie ahead . . . and take pride in the fact that our business, through salaries and purchases alone, cause upwards of a million dollars to be put in circulation annually.



Here is the fishing boat—Souris III—built and completed in 1958. Souris III has a new design, and is longer and wider than the average fishing boat, thus making it possible for her to handle much bigger loads. Operated by Captain Jonas Bjornson, Souris III proved most successful during the past year.



A giant cod, weight about 75 pounds, featured this exceptionally heavy catch of cod made during the past year. An average cod weighs between 6 and 8 pounds. In the background men are engaged in dressing the catch . . . and during a year our firm will process more than two million pounds of cod.



Over 10,000 cases of chicken haddock are sent from our firm all over this Dominion . . . thereby making our trade name "Eastpack" a household word. The most modern, up to date facilities speed up this process and ensure the tops in quality and packaging. Five of our personnel engaged in this important work include Miss McIntyre, Mrs. Cheverie, Mrs. Longaphee, Mrs. Dunphy and Mrs. Sheehan.



Mr. William Pierce, government Fisheries Inspector inspects our products during production season. Here he is shown with John McCormack examining a package of Eastpack Haddock Fillets. Eastpack Products have been known for their quality . . . and constant inspection guarantees the continuation of this quality for the consumer.

Eastern Packing Co. Ltd. . . . A Firm Dedicated To The Improvement of The Fishing Industry In P. E. I.