

# Canada Packers Opens New Plant Monday

## Senior Officers Will Gather Here For Event; Invite Public Inspection

The new addition to Canada Packers' Plant on Grafton Street is now completed, and will be open to the public for inspection from 6:30 to 9:30 P.M. on Monday, November 24. The Plant will be formally opened by Hon. J. Walter Jones, Premier of Prince Edward Island at 3:00 P.M. On account of limited space, attendance at the opening ceremony will be by invitation. A group of Canada Packers' senior officers is expected to come from Toronto. The group will be headed by Mr. G. A. Schell, Assistant to the President and Mr. N. J. McLean, General Manager. The Managers of Canada Packers' Branches in Halifax, Sydney, and Saint John, and St. John's and Cornerbrook, Nfld., will also attend.

The addition to the Plant consists of a building 80 feet x 80 feet, three stories in height, with basement. The new building is of reinforced concrete, faced with red brick. It is of fireproof construction. It was designed by Erwin Bamberger, Architect of Montreal, and erected by County Construction Company of Charlottetown. Other contractors were: Chappell and Company, Charlottetown, electrical work; John Inglis Company Limited, Toronto, refrigeration equipment; Mahaffy Iron Works Company, Toronto, railing, hangers and switches; Henry Jasen, Montreal, reinforcing steel; Bevan Brothers, Charlottetown, plumbing; Industrial Insulators Limited, St. John, Insulators; Jack Wilson, Charlottetown, masonry.

### Under Renovation

The older portion of the building is also in process of complete renovation, and much new equipment of the latest design has been installed. Together, these improvements represent an expenditure of some \$400,000.00. It is estimated the changes will more than double the Plant's capacity.

Canada Packers' investment in the new Plant is, according to G. E. Hartlen, the local Manager, prompted by faith in the future of the livestock industry in Prince Edward Island and in the Maritimes generally, and his objective is to supply Maritime markets with Maritime meats.

On hogs, Mr. Hartlen pointed out, much has already been done. Hog population, he said, has gone up from 40,000 to 135,000 during the last twenty years, and last year the percentage of selects ran 53 per cent compared with the Canadian average of 32 per cent.

### Faith In Future

The quality of Prince Edward Island lambs is also good, but on beef Mr. Hartlen feels there is room for improvement. "It seems wrong," he said, "for us Islanders to be missing the splendid market for higher grades of beef open to us week after week in nearby cities like Halifax, Sydney and Moncton," to say nothing of Newfoundland.

"The investment of nearly half a million dollars in processing facilities here," Mr. Hartlen concluded, "was made only after careful consideration of the facts as we see them. It was an act of faith—of faith in a great and expanding Maritime meat industry."

### NEW SMOKE HOUSES

In Canada Packers' Plant old-fashioned open pit smokehouses are replaced by 1952 models. Smoke from hardwood sawdust is generated in a separate chamber and pumped as required to the smokehouses. This permits control of heat and density of smoke. It ensures that Maple Leaf Hams and Bacon always have just the mild, but tangy flavour you love.

### Associated With Packing Business For 26 Years

Mr. G. E. ("Gerry") Hartlen has been in the packing business for 26 years since his graduation from Halifax High School. He joined the staff of the old Harris Abattoir Company in Halifax as a junior accountant in 1927, shortly before the formation of Canada Packers. In various capacities he worked for the Company successively in Halifax, Sydney, Charlottetown and St. John's, Nfld. In 1944 he was promoted to a senior post in Canada Packers' Sales Department in Toronto. Mr. Hartlen, however, is a Maritimer, not only by birth but by preference, and wearying for the smell of salt water, he accepted the managership of the Davis and Fraser Company here. When, following the fire in 1946, Davis and Fraser sold to Canada Packers, Mr. Hartlen remained as Manager.

Mr. Hartlen is a keen supporter of public causes. He is a member of Charlottetown Board of Trade, Rotary Club and Chairman of the Board of Stewards of Trinity United Church.

In 1935 Mr. Hartlen married Miss Doris MacKimmie of Sydney, N.S. His chief hobbies are golf, fishing and hunting.

### GOVERNMENT VETERINARY INSPECTION

In Canada Packers' Grafton Street plant all meats are produced under Veterinary Inspection provided by the Government of Canada. All meats bear the Dominion Government's "Canada Approved" stamp, which guarantees them to be from healthy animals and processed under clean and sanitary conditions. Veterinary inspection, like pasteurization of milk, is a wise safeguard against the transmission of disease.



G. E. HARTLEN  
Manager, Canada Packers,  
Charlottetown



V. A. FRASER,  
Chief Livestock Buyer



M. R. KENNEDY,  
Acting Office Manager



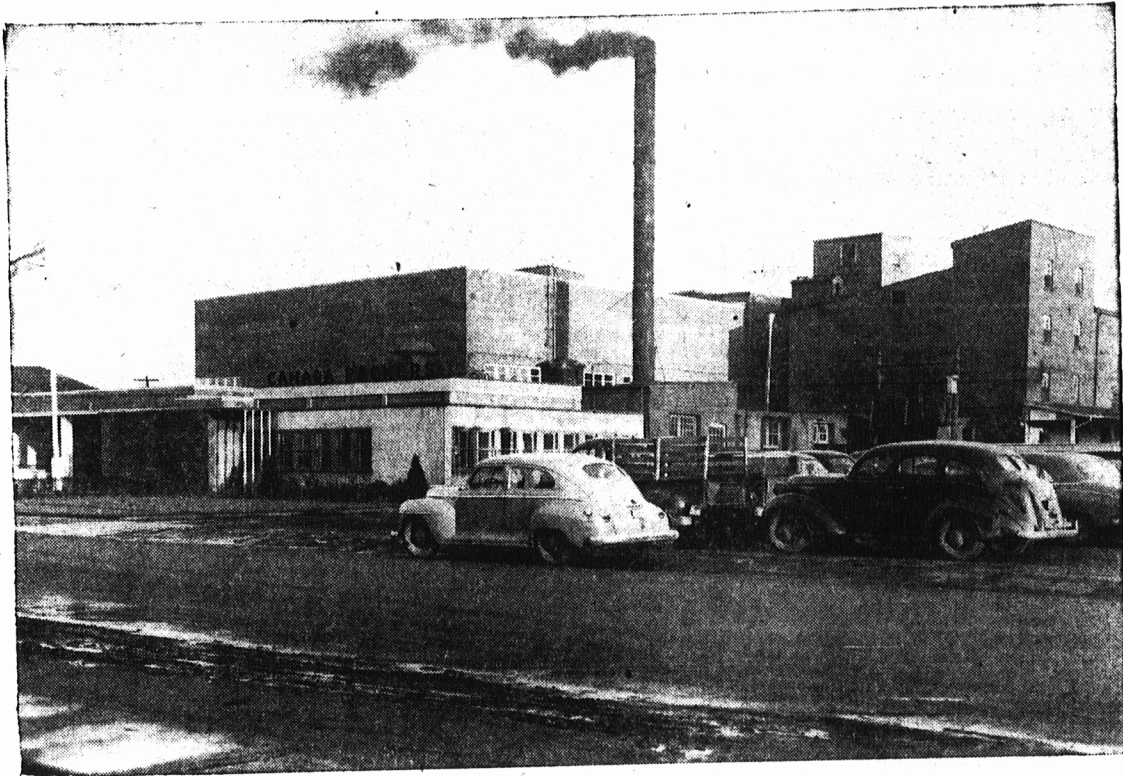
F. F. ANDREW,  
Manager Beef and Provision Dept.



F. W. EGAN  
Manager Sales Department



J. MOLLOY  
Superintendent



ALL GOOD WISHES  
TO  
CANADA PACKERS LTD.  
ON THE OPENING  
OF THEIR  
NEW ANNEX  
MASONRY WORK  
BY  
JOHN WILSON

81 York Lane Phone 2859-J

## We Invite You to Visit Us On Monday, November 24th

The addition to our Grafton St. Plant will be opened to the public from 6:30 to 9:30 p.m. on Monday, November 24th. You are cordially invited to see for yourself how fine foods are prepared in a modern packinghouse.

The Plant will be formally declared open at 3:00 p.m. on the same day at a ceremony attended by the Hon. J. Walter Jones, Premier of Prince Edward Island. For lack of space attendance at the official ceremony will be by invitation.

The extension of processing facilities in P. E. I. is in accord with Canada Packers' policy of supplying their Maritime customers with foods produced in the Maritimes.

The new addition, seen in the foreground, comprises a processing building 80 by 80 feet, of three stories and basement, fronted by a large temperature controlled shipping room and three-bay enclosed dock. The one-storey building in the front centre is the office.

With facilities more than doubled, the new plant is capable of handling all cattle, hogs and lambs produced on the Island and many from the Mainland. It will supply Maritime consumers with a full range of finer and fresher meats.

## OUR CONGRATULATIONS TO CANADA PACKERS LTD.

We feel honoured that they selected us to install the Electric Wiring and Fixtures in their new annex.

This installation stands as another example of our work along with others recently completed.

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## CHAPPELL & CO, Electrical Contractors

161 Queen St. Phone 1440  
Charlottetown,  
P. E. I.

# CANADA PACKERS CHARLOTTETOWN

MAPLE LEAF MEATS AND PRODUCE — YORK CANNED FOODS — "NEW" DOMESTIC SHORTENING