



Smiles: Hendrick and Hume

Hendrick No Stranger To Quinte District

The Quinte district — geographically and socially — is not exactly unexplored territory to Max Morton Hendrick, president of Allied Chemical.

His early memories of the area date from the late 30s as an RCAF fledgling.

In the immediate pre-war era, around 1935-39 he was stationed at Trenton air base.

"I'm happy to be back — as an individual — in this area," he told civic representatives at the Hotel Quinte last night as he confirmed his company's expansion to Belleville. He recalled the district as he knew it in his early days and the contacts he made then.

"Therefore," he added, "my immediate reaction to this area is basically one of a friendly community and one that is physically attractive."

Aside from industry, he

progressed far from those early service days when he was known as a young airman stationed in the Quinte area.

Mr. Hendrick retired from the air force in 1965 — with the rank of air vice marshal. That was the year he joined Allied Chemical, as executive vice-president and director.

Until his service retirement he was commanding air officer of the Air Defence Command at St. Hubert. This posting gave him responsibility for 14,000 men and six flying stations and 29 radar units.

His air force career included duty as telecommunications chief, and chairman of the Canadian joint staff in Washington.

Plant Here A Part Of Global Empire

Belleville now becomes the latest pinpoint on the map of Allied Chemical enterprises in Canada.

Allied is global; its headquarters is in the world's financial capital — New York.

Already one of America's largest chemical firms, it supplies domestic markets with more than 3,000 products from 125 plants in the U.S.

Its range of sophisticated products contribute to jetliner metals, paper cups, picnic jugs.

In Canada, Allied claims most major industries "north of the border are customers of this company subsidiary."

Allied Chemical Canada Ltd., — which now is establishing its newest branch in Belleville is a consolidation of "smaller Canadian subsidiaries," organized in 1958

with headquarters in Montreal.

Latest company information lists a total work force of 1,100 in plant and offices from New Brunswick to British Columbia.

While the Belleville unit will be a small addition to the huge organization it will share in the future fortunes of the Allied — linked to market demand.

"Long-range planners at Allied Chemical are continuously exploring and evaluating challenges and opportunities for extending the company's business horizons," says an Allied company program.

At present, plans call for the Belleville operation to produce food packaging film, trademarked Capran.

Robert V. C. Aitken, general manager of the Belleville unit, says Allied may expand to five production lines within five years, with a payroll "doubled, perhaps tripled."

Employees To Need Training

With a capital investment of over \$2,000,000, the plant will initially employ 40 people, all of which will be drawn from the Belleville area.

Naturally, since the operation of the highly technical extruders needed to produce the film requires skill, all of the employees will have to be trained.

R. V. Aitken, general manager of the company, said that the employees will be sent to the company's plant in Pennsylvania to be trained during the summer.

"Allied Chemical is putting a smile on the face of the local Manpower office," said H. Karn, head of the federal government's Canadian Manpower in Belleville.

By next September the new Allied Chemical plant to be built in Belleville should be producing its nylon film.

BELLEVILLE PUBLIC LIBRARY
ONTARIO

Intelligencer, February 29/68