

WEDNESDAY, FEBRUARY 8, 1967

Spring Start on Plant

Connecticut Firm Buys 94 Acres

A new industry with an estimated initial annual payroll up to \$350,000 for 100 workers is locating in Belleville.

The city-hall announcement this morning ended eight months hush-hush negotiations with Superior Electric Company of Bristol, Connecticut, precision motor manufacturer.

The plant will be built in northeast Belleville, where Superior yesterday closed a \$155,000 land deal to purchase 94 acres.

Work is expected to begin in the spring on construction of a 30,000-square foot building — which may see two additions within five years.

The site, west of Cannifton Road (Highway 37), is bordered by the Macdonald - Cartier Freeway on the north, and on the south by Adam Street.

Confirmation of the new industry was made by Mayor Jack Ellis and Industrial Commission chairman J. C. (Pat) Houston, following completion of the land purchase from the

city late yesterday.

The mayor also revealed that city council last Monday moved secretly to button down the deal by approving in caucus of purchase of the site by the city.

Yesterday Superior deposited its cheque for \$155,000 to buy from the city and the transfer is now being made legal.

The caution with which the deal was closed reflected the atmosphere throughout all the negotiations with Superior.

Mayor Ellis revealed the manoeuvring to bring the new industry to Belleville began as far back as last June when company officers visited the city with Ontario Department of Economics and Development officials.

City Industrialist Commissioner Ernst Kneisel put out the first feelers without even knowing the identity of the prospect.

By July Superior had agreed to take an option on a site and city council then quietly was brought into the picture.

Council decided to option the land for Superior and the bloc

was assembled from two private owners and city-held property.

Both the mayor and Mr. Houston credited council with going along with the suggestions of the industrial commission throughout the transactions.

"Council gave the commission exceptional co-operation," commented Mr. Houston.

Commissioner Kneisel believes construction of the plant may begin in April — the time the city has agreed to install water and sewer services. Completion deadline for the services is December.

Mr. Houston, who gave the initial workers' payroll as a "rough estimate" said the company will train its personnel locally.

The commissioner estimated the initial work-force makeup would be 20 per cent skilled and 30 percent semi-skilled, while less than half the total would be women employees.

He could give no estimate how many Superior might eventually employ.

"When they buy 94 acres you can imagine they have hopes of going pretty big," he added.

"They're planning on two additions in the next five years. This isn't conjecture. We've seen the rough layouts of the three phases (of construction)."

Superior, with a sales organization and ware house already in Toronto and located overseas in Holland, manufactures a wide-range of automated, precision production machines.

Its motors control the fins of the Telstar communications satellite.

"Superior bears out our idea of the kind of industry we want in Belleville, — a high quality, prestige industry," said Mr. Houston.