

Mammoth New Equipment Installed At C.G.E. Plant

(RALPH HARRISON)

1961 was a most interesting year as far as our business was concerned. The year moved along at a relatively slow pace

until the middle of the year. By July, consumer interest in buying picked up rapidly. Since our business is supplying plastic component parts to a wide variety of industry, all sensitive to consumer spending, we had a very rapid increase in orders.

During the last 4 months of 1961 sales were approximately 25 percent higher than for the first half of the year. This taxed our facilities and particularly our personnel to almost the breaking point, but as always, when the chips are down, our people came through in fine fashion.

Normally, after the December rush, we are faced with a lay-off problem and cut back in demand. However, we turned the year without any slackening of demand and held the work force at the highest level in our history.

Some of the highlights of 1961 were:

1. Orders were up 6 percent over 1960.
2. Employment rose to 272

people as compared to 181 in 1957.

3. We added equipment at the cost of \$200,000 — some of the pieces of equipment involved were as follows:

1. Extruder,
 2. Pelleting machines,
 - 2 Automatic Compression Machines,
 - 1 Blow Molding Machine,
 - 1 Foam Molding Machine,
 - 1 Injection Machine.
- All these additions helped to

modernize our facility, make us more competitive, and at the same time, they offer new business opportunities and new opportunities for employment.

4. 1961 was what might be called a year of preparation, which saw all our people becoming adept at their respective jobs, equipping us with the most important ingredient of a successful business — competent people.

1961 was a most significant year of progress at our Cobourg plant and personal thanks goes to each and every one of our employees for their individual contribution.

WHAT DOES 1962 HOLD?

We came into 1962 at a very high level of production, and up until this point there has been no indication of slackening. If anything, the pace has increas-

ed. Everything points to the fulfillment of the slogan that we adopted at the beginning of the year, namely, "Our big year 1962."

1962 can truly be our big year, since our early rate of production far out-shadows any previous performance. Besides, plans call for some very aggressive moves forward. The next week or two will see delivered to our plant the most modern, and one of the largest, injection molding machines in Canada. This machine will weigh over 45 tons and will be capable of molding parts over 80 oz. such as television cabinets, large automotive parts, etc.

This machine will open up a whole new field of large moldings that we have been unable to take on previously, and will give us a decided competitive advantage over many of our competitors. This machine installed will cost approximately \$100,000.

We also expect to add three more injection machines this year, another extruder, 2 more automatic compression machines, and of course with all these equipment additions we must have additional floor space. It appears that we will be spending in the order of \$260,000.00 to modernize and extend our facility in 1962.

It is my hope, that we will broaden the scope of all our key personnel during 1962. We plan on doing this by employing what is known as the product team technique, by which we hope to include as many of the people as possible, in making business decisions. In this way, these people will have a greater say in controlling the destiny of this business, and at the same time have a decided influence on controlling their own destiny.

We are starting this program by concentrating on cost reduction activities for the first 3 months. After that, the scope of the product teams' activities will be extended to all the facets of the particular phase of the business that the team is associated with. It has been said many times that the greatest asset of a business is its people. We firmly believe that the best and most modern facilities alone cannot give economic progress but must be combined with the technical and operating skills of people. We are indeed fortunate to have good people, and because of this, and I have every confidence that 1962 will prove to be "Our Big Year."

In conclusion, I would like to extend, on behalf of all our employees, congratulations to the Chamber of Commerce and the

Town of Cobourg for the effort they are making in publicizing the town in which we live. Basically, Cobourg is a very fine town in which to operate an industry. Industries are becoming more and more complex every day, and in selecting a community they will be looking for skilled and technical man power.

We as citizens can help promote our town if we encourage our children to get an education and at the same time preserve,

at all cost, an economic system that places high value on individual performance and creativity. All the employees of CGE are proud of our fair city and we wish the Chamber every success in the fine work they are doing.

—In Canada there are more than 7,000 new cases entering sanatoria each year, and there are nearly 3,500 re-admissions of former patients.