

Cobourg Plant Acquires Land to Expand

COBOURG (ENS) — One of Cobourg's major industries and the largest single employer, celebrated its 50th anniversary in 1969 with parties, tours, dances and expansion.

The General Foods Company Ltd., recently finished a huge warehouse expansion adding more than 130,000 square feet to its facilities and, at the same time, acquired another 26 acres of land adjacent to the present plant for future development.

Plant manager H. C. (Hoot) Gibson said: "We are proud to be one of the major indus-

tries in this community and we are poised for a good deal more growth in the 1970's."

The company employs 900 persons at present and is one of the largest and most diversified of General Foods' operations.

The Cobourg plant manufactures a greater variety of packaged products than any other GF plant in North America. The range of products

includes Post cereals, Jell-o desserts, Kool-Aid, Tang and Start flavor crystals, Certo, Minute Rice, Minute Breakfast, Gaines dog food, Cool-Whip, Awake breakfast drink and Good Seasons salad dressing mixes.

A major highlight of the past year was the series of events scheduled by the company to celebrate the half-century of operations since

its inception as the Douglas Packing Company.

An open house was held. This is a rare occurrence in an industry with many industrial secrets, to which not only employees and friends were invited, but also the public. A special "Birthday in the Park" program was held at Victoria Park with dancing and singing and a parade through town led by Can-

ada's pied peper, Bobby Gimby. Bobby and his 12-piece orchestra also entertained during the evening festivities.

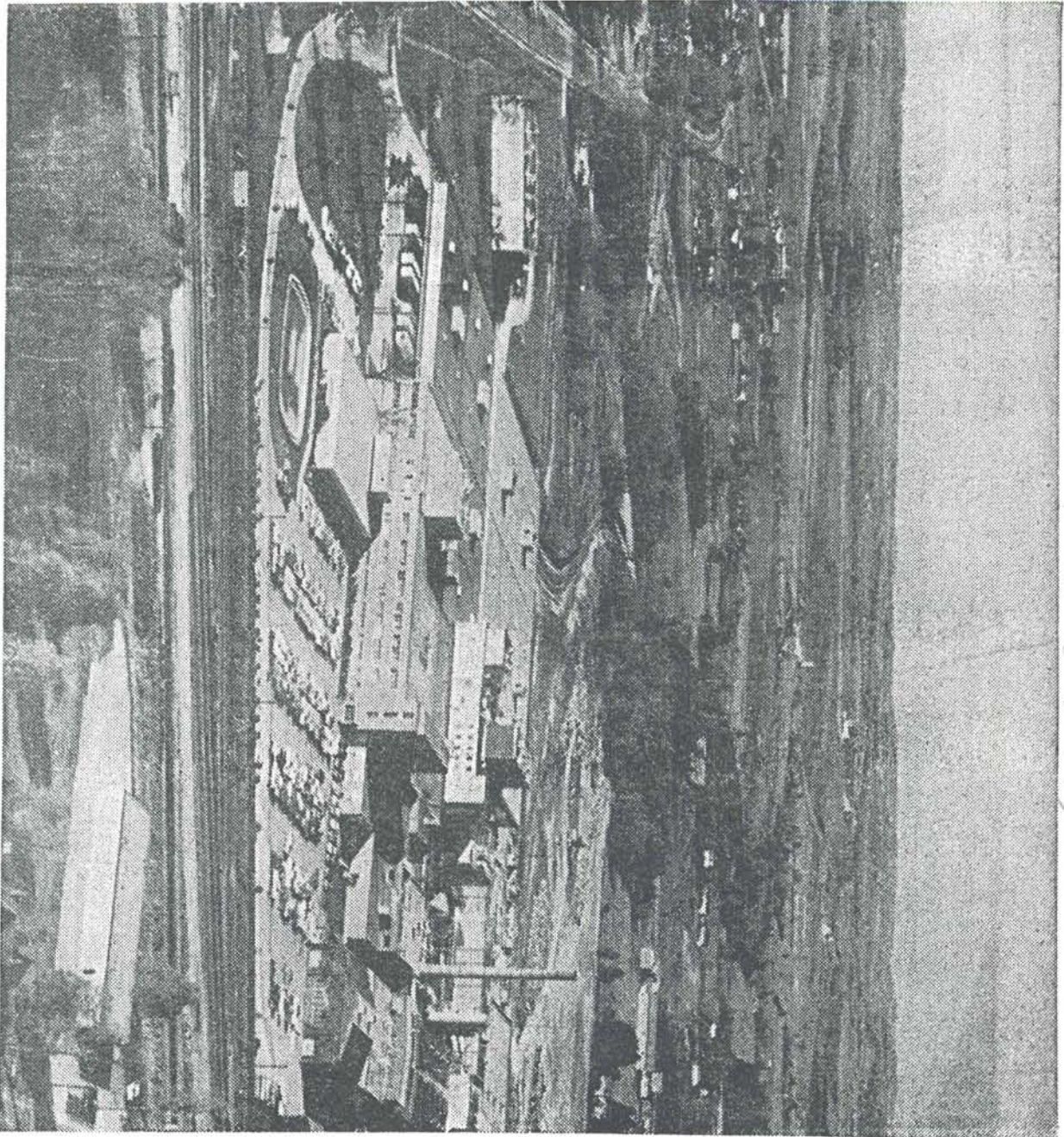
General Foods got a bit of surprise when they awarded first place in their jam-making contest to Beverly Archer. Company officials expected to find "Beverly" a 60-year-old grandmother who had a secret formula passed down for generations and guarded as a family heirloom.

Instead, "Beverly", turned out to be a 22-year-old man, a third-year biology student at Trent University who topped a field of more than 200 entries.

Working with the Cobourg Minor Baseball Association, GF sponsored as part of its anniversary celebrations, the Kool-Aid peewee baseball tournament. So successful was the event that General Foods and the association are planning to make it an annual tournament.

Looking to the future, Mr. Gibson said: "We have a complex here with a multi-million dollar stake in the future of Cobourg. It includes a modern manufacturing plant, warehouse facilities and a \$1.7 million research centre already, and as General Foods undertakes new programs it will keep growing and maintain its position as one of the most modern on the continent."

A-General Foods (07-23)



SPRAWLING GENERAL FOOD PLANT EMPLOYS 902 PERSONS AT COBOURG

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