



E. C. SULLIVAN

Clarence J. Egli, vice-president sales, General Foods, Limited, Toronto, has announced the appointment of E. C. (Ed) Sullivan as brokerage sales manager for Canada. Mr. Sullivan joined the firm as a retail salesman in Halifax and has held various posts in the Maritimes and Ontario before becoming assistant product manager in the advertising and sales promotion department at head office.



AT GENERAL FOODS plant reception, from left: R. A. Willson, director of personnel and public relations; Clifton Carrs, chief chemist; Richard C. Parker, Cobourg plant manager; Dr. Trevor Watts, research project leader; Leon A. Miller, president of General Foods, Limited, and Harry Wismer, Cobourg personnel manager.

New Kimberly-Clark V-P Announced

Toronto—The appointment of F. T. Lawrason as Canadian sales manager has been announced by H. E. Whitehead, vice-president in charge of sales, Kimberly-Clark Products Ltd. Mr. Lawrason was formerly Ontario sales supervisor. Kimberly-Clark is the manufacturer of Kleenex facial tissues and table napkins, Delsey toilet tissue and Kotex sanitary napkins.



J. EDWARD ROSE'S APPOINTMENT as director of Harold F. Ritchie & Co. (1954) Ltd., has been announced by Robert Alexander, president.

BAND-AID Promotes Transfer Crests

Montreal—A promotion for the younger set is the current free "Robin Hood crest" offer for BAND-AID plastic strips and bandages. One of the six crests is given free in each package, and are easily applied to clothing to wear as badges.

Open House Held at New G. F. Plant

Cobourg, Ont.—The Jell-O family is comfortably settled in its spanking new home. Last week food editors and public visited the Cobourg plant of General Foods Ltd. and traced the manufacture of Jell-O products and Kool-Aid soft drink powder from the raw materials to the attractive boxed products. After touring the 90,000-square-foot building the press party was entertained at a luncheon at the Cobourg Golf Club. Hosts included Leon A. Miller, president of General Foods, assisted by public relations, production and research colleagues.

Adjacent to the new three-story addition is the plant which continues to produce Gaines Dog Foods, Certo and bulk Pectin. The Jell-O family of desserts was previously manufactured in Montreal but overcrowding necessitated the move to a larger plant. The new and larger Cobourg plant relieves this situation.

Visitors studied the step-by-step process of manufacturing Jell-O and Kool-Aid products.

Plant production was designed on the "gravity flow" principle. The raw materials begin the operation at the top of the building, then descend, through blending and mixing processes to packaging and warehousing on lower floors.

Railway cars, with special plastic liners, unload bulk sugar at the rate of 22,000 lbs. per hour. Air jets help to keep the sugar moving on a spiral

conveyor to a bucket elevator system which lifts it to nine storage bins, with total capacity of 375,000 lbs., located in the penthouse on top of the third floor.

Ingredients of Jell-O and Puddings such as sugar, starches and gelatin move by conveyor to the mixing department on the third floor which is air conditioned. Samples of each batch are transferred immediately to a quick-test laboratory for check and approval before the mix is released for packaging.

At each stage the product is rigidly inspected by laboratory specialists. Without a quality "O.K." from the laboratory, no ingredient can enter a process, no partially completed product can advance to the next stage of manufacture, and no finished product can leave the warehouse. Fifteen members of a "Taste Panel" maintain strict conformity of flavor.

Once the green light has been given by all these specialists the finished mix is released for packaging. Automation is the keyword here. Working on three eight-hour shifts, this department handles about 8,000 cases of products per day.

President Miller of General Foods stated that the new plant provides a demonstration of new developments in plant layout and construction, equipment design and methods engineering, as applied to the manufacture and packaging of foodstuffs.