

Balmer Firm Entering Retail Candy Market

After 50 years in an anonymous supporting role one of strong Ave. Georgetown, has Canada's largest fudge-makers been making fudge and other is launching a bid for retail candy since 1919. Well known as a quality house in the trade,

It has confined itself to selling bulk to large retail chains, so the company is practically unknown to the Canadian consumer.



It intends to change this by supplementing its bulk business with a branded line of six fudge flavours sold across Canada. (Distributors are Scott-Bathgate in Western Canada; Grant Small Sales in Ontario and Candy House Sales in Quebec and the Atlantic provinces.)

This includes several types, entirely new to this country — the "Butteroon" for example, is chocolate-coated and sprinkled with roasted coconut. The "Pepperoon" is equally unusual — a fudge with a mint flavour. All types come in 5, 10, 29 and 59 cent sizes.

When it decided on a branded retail line, the Georgetown firm bought new packaging equipment — an Ormi wrapper (model W30) one of the first of its kind installed in Ontario.

Manager John Kelly says the equipment is excellent because it combines flexibility and simplicity. It handles a wide range of product sizes — from one to 16 inches in length; from 3/8 inch to eight inches in width and from 1/16 inch to three inches in depth. Its capacity is from 60 to 200 packages a minute.

A most important factor, says Mr. Kelly, is that it can be switched from one product to another in less than two minutes. Another key point is that the product rides on a foam rubber conveyor during the packaging cycle — this is ideal because it prevents squashing of the fudge and other soft confections produced by the company.

All sizes of fudge bars are packaged in "K" film, a Du Pont of Canada product.

Mr. Kelly, who came to Can-

ada from Ireland two years ago to supervise the company move from Toronto to Georgetown, is excited about the new venture.

"We've been preparing for this for a year," he says. "We know we have a good product because Canadians have been eating it for 50 years. Our problem is to get people to associate that quality with the H. B. Balmer name."

"One thing we know is that Canadians are fudge lovers. Although per capita consumption of all types of candy in Canada is much lower than in Britain, fudge consumption in Canada is much higher."

In gearing the Georgetown plant for production, Mr. Kelly drew liberally on his 20 years in the candy business in Ireland. Time-savers include a bulk syrup system, which quickly meters and delivers the required quantity — an unusual feature in a fudge plant.

Much of the equipment, including a coconut roaster, is of his own design.

ASHGROVE

Two Ashgrove Girls in European School Tour

The last week of July Miss Chris Burgess from Kenosha County, Wisconsin visited with Mr. and Mrs. John McNabb and family and Gene Glas spent the week with Mr. and Mrs. John Bird and family. These young people were on an exchange visit touring farms and being entertained and taken on sightseeing tours by their hosts. The visitors and ones being visited learned a lot.

Last Thursday evening Thelma Carney and Janice Cox arrived home from a thirty day sightseeing trip to Europe on a well organized conducted tour. Forty-two grade ten to thirteen students of Milton High School had been planning for months for the European holiday with three teacher chaperones. It was a thrilling and wonderful trip.

Mr. and Mrs. George Wilson Lorne and Joanne motored to Ottawa, Marwick and Williamsburg for a few days last week visiting relatives along the way.

Mr. and Mrs. Clayton Wilson spent the holiday weekend with her sister and husband at Teeswater.

One weekend recently Mr. and Mrs. Ward Brownridge, Barbara and Mark motored to Powassan to visit Mr. and Mrs. Bill Kerr and family.

Summer is getting along, harvesting has started and one can notice the darkness coming a little quicker in the evenings. Better make the most of the few weeks of holidays that are left.

— Mrs. John Bellbody.

BRIDGE CLUB

Ten tables played at Georgetown duplicate bridge club last week in the Legion auditorium, with members welcoming back club director Duke Wilson and his wife, who had been on a vacation motor trip to Texas.

North-South winners: 1st, Richard Raymond, Mrs. Vi Naylor; 2nd, Lloyd Keir, Cam Sinclair; 3rd, Mrs. Leo Kistemaker, Margery Mackenzie.

East-West winners: 1st, Mrs. Ern Hyde, Mrs. Arthur Norris; 2nd, George Ellenton, Mrs. Sue Sullivan; 3rd, Mr. and Mrs. Clayton Barbour.

Susan McCaig Chosen As Jersey Princess

A hush fell on the gathering held the crown for the past event, enthusiastically attended by Jersey breeders in Central and Western Ontario, was once more a delightful and impressive show.

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Manager John Kelly of H. B. Balmer Ltd. designed much of the equipment in new Georgetown plant, including this coconut roaster.



The Georgetown plant of H. B. Balmer Ltd. installed one of the first Ormi Wrappers in Ontario. The machine is simple, and flexible and is ideal for packaging soft products like fudge.