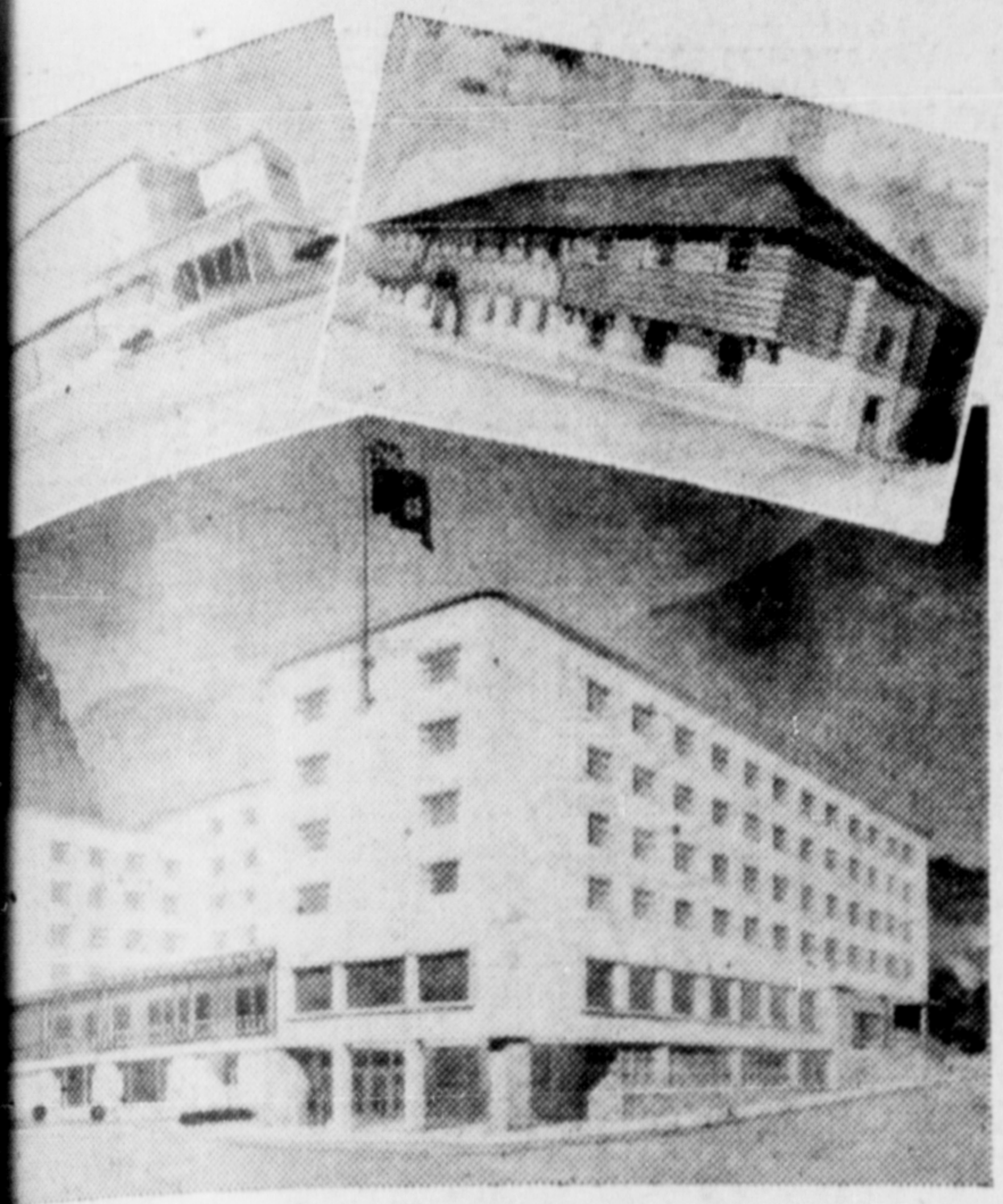




Grand Display - Entertainment - Quizz Contest



Projects at Ocean Falls—The fine new theatre, women's dormitory and below, the new hotel.

Ocean Falls, Already Largest Industry In District, Lays Out Huge Budget For Expansion

(By G. C. Stockand in B.C. Journal of Commerce)

Largest single industrial plant in Prince Rupert federal district is the Pacific Mills Ltd. pulp and paper plant at Ocean Falls, 250 miles down the coast from Prince Rupert. The company, with a stake of \$38,000,000 already invested and employing 2000 men in its various undertakings which stem from Ocean Falls including paper finishing plant in Vancouver and logging camps on Queen Charlotte Islands, is now engaged in a \$5,000,000 expansion program at Ocean Falls.

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Everybody agrees that it's good economy for British Columbia people to buy B.C. Products. It helps to keep B.C. industries busy—to build B.C. payrolls. But there is an added reason why it's wise to buy made-in-B.C. food products. Take Nalley's salad dressings for instance—they are fresher.

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land. In November, 1946, the extensive J. R. Morgan Company interests on Huxley Island and in the Cumshewa district of the Queen Charlotte Islands, were purchased by Pacific Mills. At the present time Pacific Mills' own logging operations, carried out by its subsidiary, Northern Pulpwood Limited, supply a sizeable proportion of Ocean Falls' log requirements, which are approximately 120,000,000 board feet annually. The balance, above Northern Pulpwood's production, is obtained from a number of contract logging firms or by purchase on the open market.

Improvements at Ocean Falls Of equal importance in Pacific Mills' expansion program are improvements to the townsite of Ocean Falls, location of the company's main production operation—its pulp and paper mill and sawmill, which employs 1300 people. The largest individual expenditure is \$1,000,000 for the construction of a new hotel, "Martin Inn," which, with its 265 rooms, will be the fourth largest in British Columbia. It is for the housing of single employees in an industrial town. For single women at Ocean Falls, similar accommodation is provided in "Kimsquit Lodge," an attractive apartment-style residence recently completed. This has lounge rooms for entertainment, laundry facilities and other amenities for pleasant living. Other townsite construction projects include 15 duplex dwellings of which six are now completed, a new theatre with seating accommodation for 500, doctors' building, community hall, as well as a general repair and beautification program, and con-

QUALITY OF BLUE RIBBON IS KNOWN

One of the first demands of tea and coffee drinkers is uniform quality and flavor, regardless of where or when they can buy a package or can. Over 50 years ago Blue Ribbon tea and coffee blenders started perfecting a body, a flavor and aroma that would meet the exacting taste of great numbers of people. It meant securing sources where supplies not only would be certain but would always be of the same high standard.

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Additional power supplies to meet the ever-increasing requirements of the Ocean Falls plant's six paper machines and heavier community demands have necessitated the expenditure of \$1,000,000 for steam and electrical improvements.

On the subject of power resources, it is worthy of note that Pacific Mills has expended \$71,000 in surveying the possibilities of developing an additional 35,000 KW of electrical power at Nascall Lake, 30 miles due east of Ocean Falls, for transmission to the plant. If this project, now under active consideration by the company's director-

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ate, is proceeded with, it will require an estimated \$3,000,000 expenditure.

More than \$235,000 is being spent in improving the utilization of wood waste and improving color and quality factors in newsprint.

In the Ocean Falls kraft mill, a minimum expenditure of \$300,000 has been budgeted for improvements planned to increase kraft paper production from 140 to 175 tons daily.

Similarly, the sulphite mill's production has been stepped up from 65 to 95 tons daily by a number of improvements to existing equipment.

The cumulative effect of these various improvements, together with a contemplated speed-up of newsprint and specialty machines, will be to increase the plant's daily paper production to 500 tons or a total of approximately 150,000 tons per year.

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