

these pictures pertaining to the fishing industry were taken personally by Mr. Fullerton. His courtesy in making them available is appreciated.

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New Industrial Project To Give Prince Rupert 20,000 People In Two Years

Before 1939 a struggling fishing town of six thousand people, its strategic position in the Pacific theatre not unknown but still unrecognized, Prince Rupert, which became an armed camp, embarkation centre and producer of warships and merchant vessels during World War II with population bounding

up to 25,000, looks to the establishment by the Celanese Corporation of America of a 250-ton acetate cellulose pulp mill plant at nearby Port Edward as the factor which within two years will make it a thriving industrial and shipping metropolis of at least 20,000 persons—a population about double of what it now boasts.

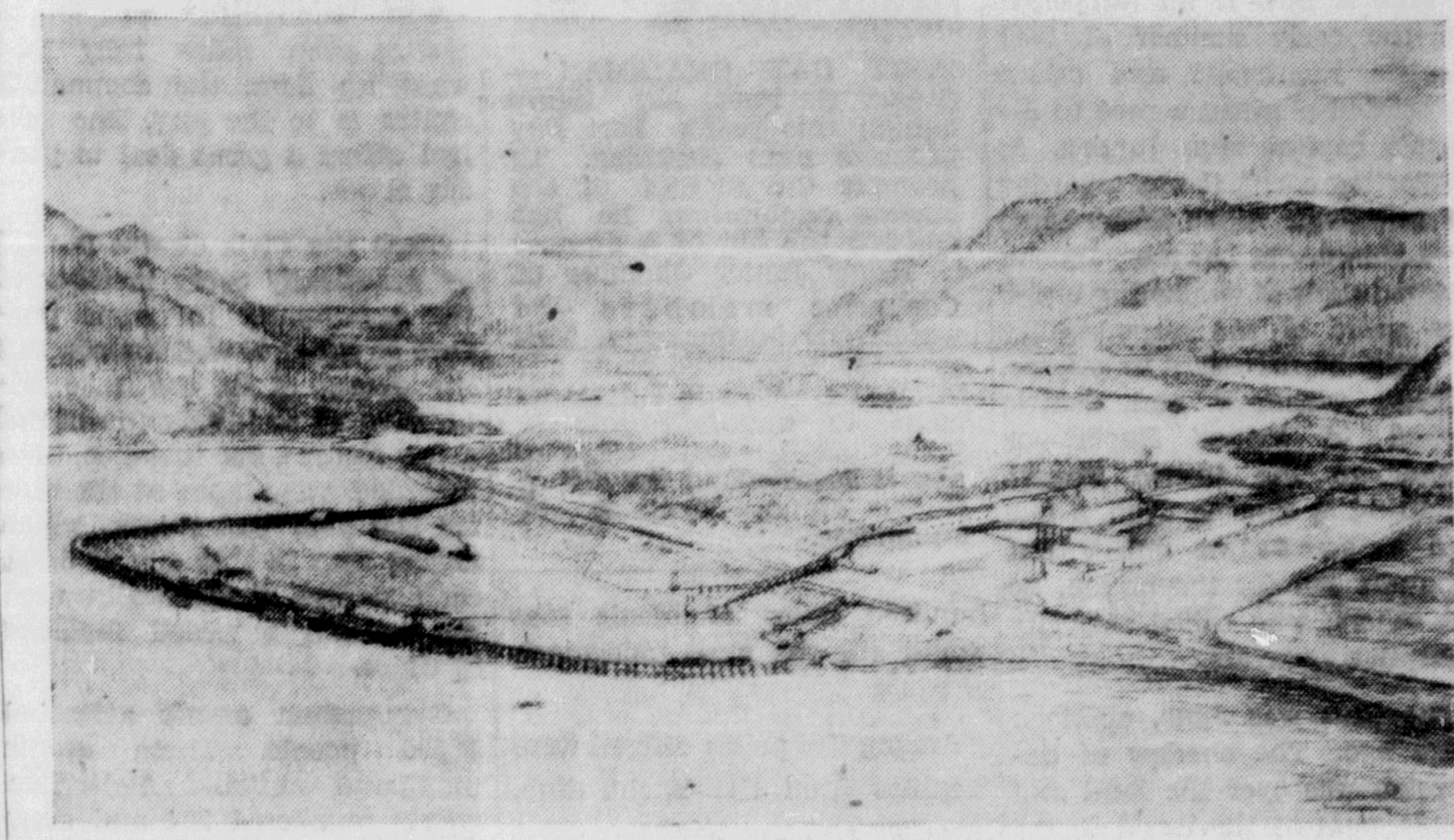
In short, the advent of the Celanese Corporation and its \$25,000,000 plant in Prince Rupert will mark a turning point in the economic career of this northern British Columbia coast city and the immediate district for which it is the administrative and business centre.

Of double-barrelled benefit, the celanese mill will provide a direct payroll of upwards of 500 persons at the Port Edward plant, eight miles along the Canadian National Railway line from Prince Rupert while it will provide employment for well over another five hundred in the forests around Terrace, 90 miles further along the line in the interior, where the company is already taking steps to organize logging of spruce, hemlock and balsam on a forest management - sustained yield basis for which contracts have been signed with the provincial government.

At the Watson Island (Port Edward) mill site an excavation contract, which cost over half a million dollars, has been completed. Diamond drilling is now proceeding for a great water line from Prudhomme Lake, about six miles distant, by means of which the water requirements of the plant will be supplied. Recently it was announced that contracts would be let and construction work started by October on the mill buildings including a coal steam electric generating plant. The

steel is already on order. The construction work itself is in proportions at Prince Rupert during the coming fall and winter.

While construction workers at Port Edward are expected to there, Celanese Corporation, or



more properly Columbia Cellulose Co., has let it be known that it expects its permanent employees will find residence in Prince Rupert. There is no intention of establishing a company town at Port Edward.

As for the possible impact of the new industry on Prince Rupert, there is reason to believe that it will be instrumental in the sparking of secondary industries at the port which, in turn, will increase its importance as a shipping centre.

A unique feature of the Prince Rupert celanese mill undertaking is that it is the first time that a major industry of such a kind has started in such a large way. All other

pulp and paper mills on the coast have started from relatively small beginnings and built up.

This is also the first pulp mill in British Columbia which will concentrate on pulp for fabrics. The others have been straight paper pulp plants.

The annual value of fish exports from the port of Prince Rupert has been placed at \$8,000,000 including halibut and salmon.

WAS GREAT PORT DURING WAR DAYS

Port Edward was established as a shipping centre of major importance by the United States Army during the war with Japan. At times as many as six ocean-going freighters were seen alongside the 3600-foot great horse-shoe dock, now the property of the Celanese Corporation. As many as 3500 troops were housed there as they moved to the Pacific theatre of war. Thousands of tons of high explosive ammunition were shipped through there.

CELLULOSE MILL—Drawing of the Celanese Corporation of America (Columbia Cellulose Co. Ltd.) \$25,000,000 mill at Port Edward, eight miles from Prince Rupert, which will produce acetate cellulose pulp for export to the United States where it will be converted into fabrics. The plant, giving employment to upwards of 1,000 persons, is expected to be in operation within two years. Construction of buildings is scheduled to start this fall.

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...GREETINGS

TO THE CITY AND PORT OF PRINCE RUPERT ON THE OCCASION OF ITS ANNUAL CIVIC CENTRE CARNIVAL, AND CONGRATULATIONS TO THE JUNIOR CHAMBER OF COMMERCE ON ITS ENERGY AND ENTERPRISE IN SPONSORING THE ANNUAL PORT DAY AND REGATTA, BOTH HIGHLY APPROPRIATE EXPRESSIONS OF THE SPIRIT WHICH ANIMATES OUR RAPIDLY EXPANDING NORTHERN CITY AND OF THE INDUSTRIAL PROMINENCE WHICH IT HAS GAINED FOR ITSELF BY CONSTANT AND INTELLIGENT EFFORT.

• In Prince Rupert, British Columbia has a city and port of great strategic significance. Terminus of a transcontinental railway, with its magnificent ice-free harbour and splendid terminal facilities, its highly developed industries, its dry dock, huge grain elevator and cold storage plant, its spacious warehouses, railway yards and wharves, it occupies a place in the economic picture of great and growing importance.

It is the centre and distributing point of British Columbia's newest and richest hinterland of mineral, fishery, timber and agricultural resources.

British Columbia is keenly alive to the value of overseas markets and is constantly active in fostering her foreign trade. The fate of nations hinges upon outlets to the sea, and British Columbia's splendid harbours are vital factors in establishing her abroad.

THE DEPARTMENT OF TRADE AND INDUSTRY

E. G. ROWEBOTTOM,
Deputy Minister.

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