

Waxing Turnips New Industry For Bradford

Mr. Mike Catania, owner of Superior Packers, Bradford, invited The Witness this week to visit his plant, of which he has only one criticism — it's too small.

Like the other plants associated with the marsh produce, Superior Packers' building is located on that strip between Highway 11 and the C.N.R. tracks, and is the first building north of the bridge. Like the other plants, the location on marshy ground has demanded a tremendous amount of labour and use of materials, with their resultant expenditure, to gain a solid foundation. However, this location is ideal, both from the accessibility to rail and truck transportation, and for the wonderful outlook over acres upon acres of marshland. Superior Packers' offices, which are beautifully finished in one of the new ornamental wallboards, with harmonizing furniture, has this fine view.

Also included in the building is the huge refrigerated room, and warehouse where lettuce is iced, celery, carrots and beets are washed and graded, and potatoes are brushed and graded. The company packages these products and sells them under a registered brand name, as do our other packers.

Hampers of turnips caused us to enquire regarding the handling of this vegetable. Mr. Catania informed that these are being grown in quantity by a few highland farmers and that the firm is going into the turnip waxing business.

A firm believer that good packaging is a most important part of good salesmanship, Mr. Catania regrets very much that old crates are used in the trade. "A fresh, new crate adds much to the appearance of fine vegetables, nothing else should be used," says Mr. Catania.