

Vincent M. Lynch Starts Business

MARMORA FROSTED FOODS OFFICIALLY OPENED

Mr. Vincent M. Lynch officially opened his new place of business, known as "Marmora Frosted Foods" on Tuesday. He will provide a refrigerated locker service and also a retail meat and grocery business. The whole store has been renovated and modernized and the interior presents a very attractive appearance.

The locker room occupies most of the south half of the store and is one of the most up-to-the-minute ones to found in this part of Ontario. The insulation is so perfect that the temperature remains below the zero mark with practically no variation. About half the lockers are of the drawer type and are of metal construction throughout, the interior of each drawer or other locker being finished in white enamel, which will keep everything clean and free from any odor of any kind. There is lots of room to add new lockers, as the business grows as it certainly will.

At the rear part of the store on the same side as the locker room, is the quick freeze room. This room is for freezing meat, poultry and other articles which have to be frozen quickly before being placed in the lockers.

For unloading quarters of beef or whole hogs a carriage with hooks attached runs on a track from outside the back door. When the meat is hung on the hooks it is then pushed inside until the carriage rests on a floating scale, where the meat is weighed, the scales and weights, etc. being installed along the side of the building. When the weighing is completed the carcasses are run along the track in to the cooling room. It does not have to be handled from the time it is unloaded from the truck until it is cut up.

The most modern machinery for cutting up meat, including a saw, slicer, etc., have been installed. Mr. Bowerman, of Prince Edward County, has been engaged as meat cutter, and will prepare meat for putting in the lockers, as well as for retail.

The other part of the store has also been completely modernized for carrying on a self serve grocery business. The interior of the store is painted white, with green trimming, and presents a very attractive appearance. The business will be carried on on a strictly cash and carry basis.

From a business standpoint it adds much to the appearance of the village to see the store in operation again. At least 40% of the business that would normally be expected to come to Marmora is going some other place and with the up-to-date locker service, a good deal of this business may be regained for the village.

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25 MAY 1950

MB 1

Carpenters started this week changing over the building recently purchased by Mr. Vincent Lynch, and formerly operated as a 5c to \$1.00 store, on the corner of Madoc and McGill streets. The new cold storage lockers will be placed along the south side of the building. There will be three rows of drawer type lockers on the floor up, the fourth row will be door type, with the same capacity and the 5th and 6th rows will also be door type. The locker storage room will be modern in every way and up to government standards in every way. This should be a great convenience to residents of Marmora and district. It will also be an asset to the village to have the building in use again.

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2 MAR 1950

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Marmora Frosted Foods To Open Early In May

Work is progressing favourably with the construction of Marmora's new cold storage locker plant. The cork insulation job is completed and this week will complete the plastering of the walls and the laying of the concrete floors. Installation of the refrigeration units will begin shortly. There is a considerable lot of other work to be completed yet but it appears now that the plant will be ready to begin operations early in May.

The first shipment of metal lockers arrived last week. In as much as the locker room will accommodate some four hundred lockers, Mr. Lynch is only installing the number of lockers he feels will be required for the opening day determined by the early reservations that have already been made by local citizens. More lockers will be ordered as required but as shipment on these runs from one to two months for delivery, be sure to

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13 MAY 1950

PC 1

MARMORA TO HAVE NEW COLD STORAGE LOCKER PLANT

With the announcement this week of the purchase of Mr. C. W. Gladney's store (recently vacated by Mr. Maynes 5¢ to \$1.00 store) by Mr. Vincent M. Lynch, who has been authorized by the Ontario Department of Health to establish a cold storage locker plant therein, the citizens of Marmora and community should be pleased to know that they will no longer have to journey either to Havelock, Madoc, Stirling or Belleville to obtain cold storage accommodations.

This store is a fine, substantial building and should make an excellent cold storage plant. The establishment of such a plant here should be a definite asset to Marmora and to the surrounding community as well. The advantages and economy of a cold storage locker have become widely known. It enables a family to keep fresh meat and poultry indefinitely and to have fresh vegetables and fruit the year round almost like they come from the garden. It is possible to buy in larger quantities, which is more economical. It will also make it much more convenient to go to the locker when necessary. The establishment of this business in the village should prove an advantage to local business men as a whole. It should

bring new business to the village and help retain what we have. The fact Mr. Lynch, who is so well and favorably known, has decided to start in business here will meet with general approval.

Mr. Lynch will begin shortly to line up and purchase the necessary equipment and make some alterations in the store, but doesn't intend to start the major alterations and installations work until sometime in March, with an anticipated official opening some time during April.

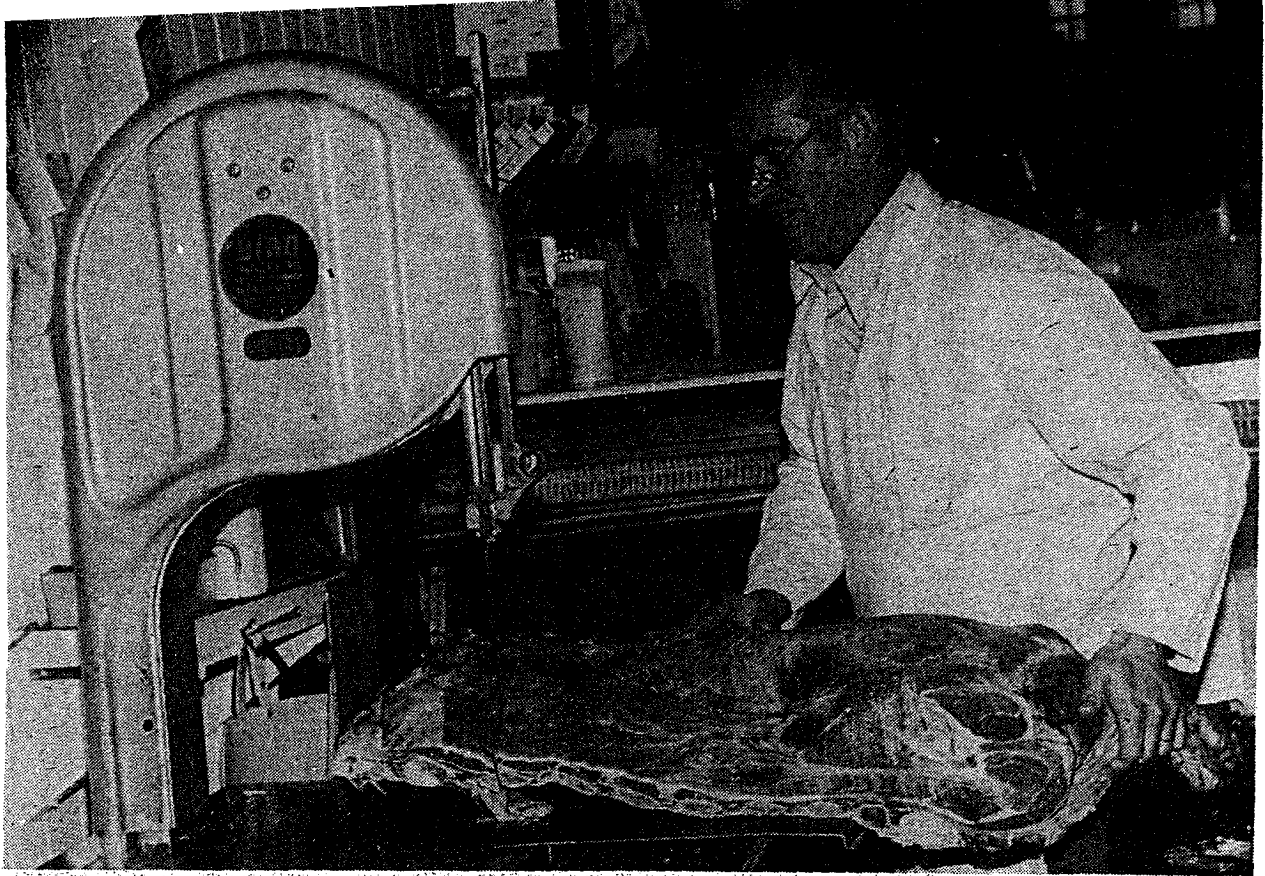
In order to give Mr. Lynch a fair estimate of the number of lockers required for the opening date, an advanced locker rental campaign will begin around the 1st of February. Advance locker rentals will be received by our local Bank Manager, Mr. Alex Fraser, and held in a trust account in the Bank until the opening day of the new locker plant.

The new locker plant will be modern in every way. As a result of experience in the operation of such plants Government regulations have become more strict in the past couple of years, so that customers are now assured of adequate and satisfactory service. Further information will be available regarding the campaign at a later date.

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5 JAN, 1950

PC 1



Bad times for deer and moose

BY JEANNETTE MOORE

This week as the hunters take to the woods it's bad times for deer, but good times for people like Morris Lynch who are in the business of butchering the animals. Since 1949 when his father Vincent took over the building at the corner of McGill and Madoc Streets in Marmora for a grocery, meat, and cold storage operation, Morris has been busy every fall custom butchering and wrapping the victims of area hunters.

The moose season is over with five animals brought in this year and he expects at least two dozen deer judging from the past before the deer season ends.

Vincent Lynch left all the butchering to his son, never learning the trade himself. He was a chemist who worked for many years at Deloro Stellite and started the store as an investment. Morris at first worked with his father, then for his father when Vincent re-

turned to work as a chemist and finally took over completely in 1975. He is now assisted by his son Mike and wife Bernadette with part-time help at busy times.

When Vincent Lynch took over the building it required a great deal of remodelling to install three refrigerated rooms and a walk-in freezer area which are cooled by three refrigerator units each powered by 2 h.p. motors. The store was originally built in 1905 by C.W. Gladney who ran a general store after which, Bob Maynes operated a 5 and 10 cents store on the premises until 1949 when he built a new store south on McGill Street.

But for 34 years the 2-storey brick building has provided cold storage space for countless area people as well as serving as a grocery and meat store. The chopping block for meat which was installed in 1949 and is still in use is now worn into a concave shape from its daily scrubbing.

Not only does Morris provide custom butchering

"We can handle any animal as long as it is quartered first," says Morris. "The ceilings in our cold storage room are not high enough to handle a full steer."

Last Wednesday morning customer Laurna Tallman asked to be present when a beef she brought in was cut and packaged by Morris.

"It's the first time I've bought a whole beef and I wanted to watch and learn where the different roasts and cuts come from," said Mrs. Tallman.

She worked along with Bernadette Lynch packaging the roasts, steaks and hamburger as Morris prepared them for the freezer.

It's not just everywhere, these days, you get such personal service.

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Mike Lynch, co-owner of Prince Edward Ice, in the foreground demonstrates how they bag the ice cubes from their new Kold Draft electronic ice cube makers while in the background Mike's father, Morris, who is also a co-owner of the ice cube company, lends a helping hand. The ice cube machines, located in the rear of Marmora Frosted Foods, 1 McGill Street, Marmora, are totally automated.

Machine makes ice cubes

When the heat is on, the Prince Edward Ice company knows how to keep it's cool.

Ice cool that is.

Located in the rear of the Marmora Frosted Foods shop are two electronic ice cube making machines that have a capacity for making 260-300 bags of ice cubes per day, Morris Lynch, co-owner of Prince Edward Ice, said.

Prince Edward Ice was recently bought out by Marmora Frosted Foods, located at 1 McGill Street, Marmora.

The Kold Draft electroniccuber machines are totally automated and require extra ventilation because of the heat produced by their operation, he said.

Lynch said that he had been in the ice business since 1967 supplying ice to summer resorts, camps and generally anyone in need of ice

when the summer heat begins to swelter.

The Lynch's radius for their business has been five to six miles but they hope to increase that radius with their new equipment. Seventy-five per cent of the Prince Edward Ice company's business is in Prince Edward County with the remaining 25 per cent being in the Marmora area and east of Marmora, Lynch said.

The ice cubes are stored in a large 'walk-in' freezer, while a second 'walk-

in cooler' is used for meat storage. The Lynchs devote the Fall to custom meat cutting and the remaining eight months to making ice.

The Lynchs are also able to make eight lb blocks of ice. The large blocks are useful to fisherman particularly, Mike Lynch, son and co-owner of Prince Edward Ice, said.

Morris and his son Mike are co-owners of the ice business while Morris' wife, Bernadette, runs the Marmora Frosted Foods store.

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Family affair - The Lynch family of Marmora began operating an ice and grocery business in 1952, and now Prince Edward Ice has become one of the most successful medium size

ice-making operations in the province. From the left are Bernadette, Michael and Morris Lynch.

Family ice business thrives

by John McPhee

Mike Lynch recounts how his grandfather Vincent used the snowbanks outside the door to store small trays of ice in the early 1950's, after he had just opened Marmora Frosted Foods.

"The trays were filled using a pail and a dipper, and the ice was knocked out by hand," Mike explains.

Now, Prince Edward Ice at 1 McGill St. has the capacity to pump out 3000 bags of high-quality tube ice manufactured with the latest technology, in one day.

"We've come a long way, no doubt about that," says Mike, who runs the business along with his dad Morris and mother Bernadette.

A long way indeed, and in a short time. In 1986, the year the

Lynchs went full-gear into the ice-business, Prince Edward Ice had a respectable 26 accounts, Mike explained, on the first day of an open house at the ice-house, held on June 19, 20 and 23.

"We switched to the ice-making because we knew there was a market for another business in this part of Ontario," he said.

The Lynch's business sense was right on because the company's clientele has mushroomed to 300 accounts and the operation employs 11 workers and runs 24 hours a day during the summer to meet the demand.

This pressure on the Lynch's two five-ton ice-making machines ("Vodt" wet-ice machines, after the St. Louis inventor, which they bought in 1987) has the family thinking

expansion, Mike says.

"Oh yeah, definitely, maybe as soon as next year," Mike says. "Right now, we sometimes have to buy a tractor-trailer load of ice from another contractor to meet the demand. There's room upstairs for at least two more Vodt machines."

Warm ice

With the Vodt system, cooled water from a tower outside is sucked into the machine through hoses, and while the ice is being formed, a system of warming rods control the temperature so the individual pieces do not stick together.

The result is a perfectly formed, tube-shaped piece of ice, about an inch thick and an inch and a half wide. The ice is then carried by conveyor belt to another room where it's bagged, and the bags are placed on another belt which lead into the ice house. The ice is either taken off the belt and stored in the ice house or left on the belt to make its way outside the building where it's loaded onto one of the Lynch's three trucks for distribution.

This ice-making and conveyor system represents a \$90,000 investment by the Lynchs and they also had to put down another \$225,000 to buy approximately 100 freezers distributed to the businesses which buy the ice.

"That's why there aren't that many of these operations around, it takes a huge initial capital investment, consider-

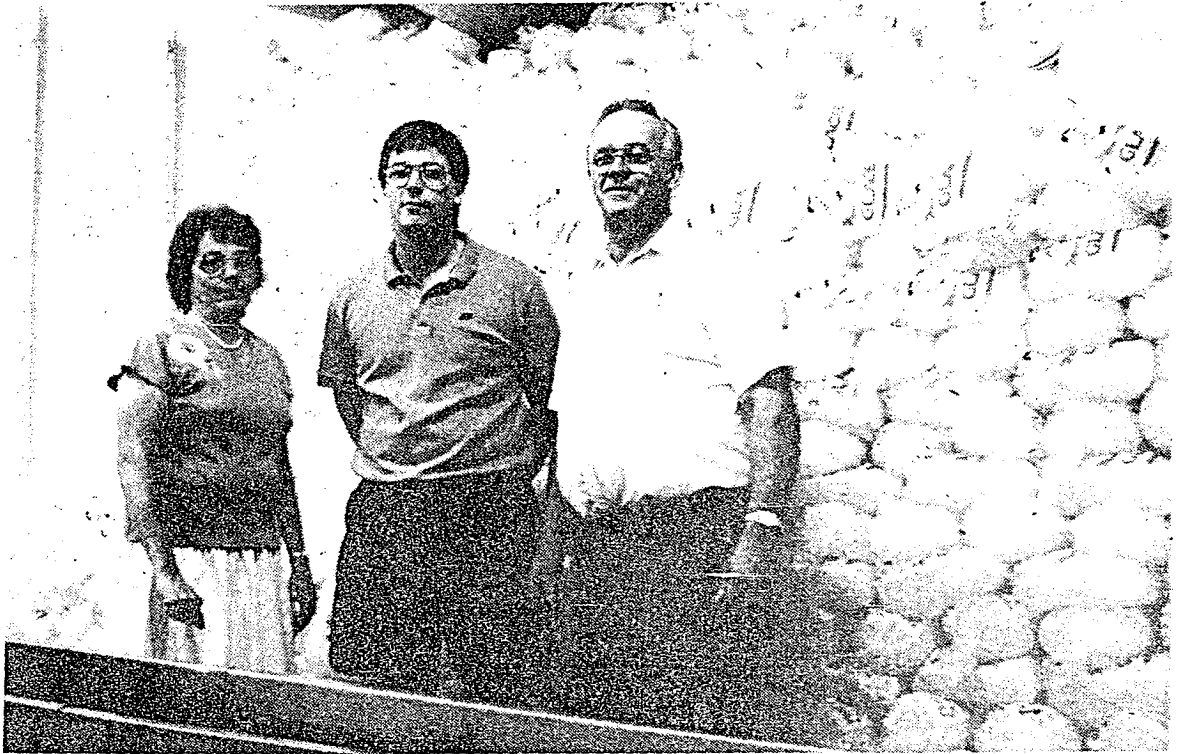
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From trays in snowbanks to high-tech automation



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26 JUN, 1991

PAGE 2

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This ice-making and conveyor system represents a \$30,000 investment by the Lynchs and they also had to put down another \$225,000 to buy approximately 100 freezers distributed to the businesses which buy the ice.

"That's why there aren't that many of these operations around, it takes a huge initial capital investment, considering it's a seasonal business," he explains.

The Lynchs have two other main competitors in their south-eastern Ontario market area, which extends westwards to Lindsay, east to Gananoque, south to Port Hope, and north to Algonquin Park.

Their customers are mainly variety stores, supermarkets and restaurants, which have a high demand for ice in the summertime, especially in the hot and humid weather we've been experiencing lately.

"We do 75 per cent of our business in nine weeks, from the middle of June to September," Mike says. "And the hotter, the better. We like this kind of weather!"

Community unaware

Even though the business is thriving, Mike acknowledges that the community in which his grandfather started his modest business almost fifty years ago is generally unaware of what goes on at Prince Edward Ice.

"Most people in Marmora have no idea," he said. "Many think we're still using trays!"

This is one reason behind the open house held last week, during which Mike and the other workers explained the system to curious visitors.

Another reason was simply that of celebration, Mike added.

"We're pretty pleased with our success," he said. "We've worked hard to get where we're at."

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