

// Press Release // April 21, 2015 // Holyrood. NL

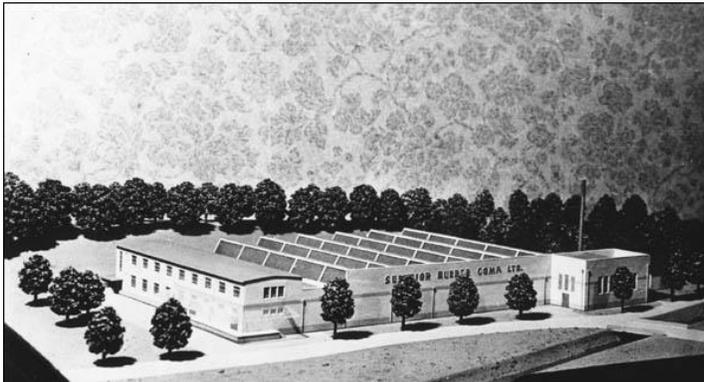
The Superior Rubber Factory Finally Gets The Boot

By 1954, Premier Joey Smallwood had parted ways with the infamous Latvian economist Alfred Valdmanis, his Director of Economic Development since 1950. However, Smallwood's drive to industrialize Newfoundland & Labrador did not diminish. In 1954 alone, a battery manufacturing plant was established at Topsail by Hanning and Kahl; Terra Nova Textiles, to make work clothes at Harbour Grace by Fritz Stobbe; and a factory operated by Ludwig Grube to make rubber boots and clothing at Holyrood.

By 1956, it became apparent that Superior Rubber Ltd. at Holyrood was not only poorly managed, but turned out defective boots with second-hand machinery. The factory was shuttered and left dormant and decaying, smack in the middle of town for the majority of the next 60 years.

And now that's all about to change.

The Superior Rubber plant, probably the last physical relic of Smallwood's campaign, is coming down this month to make way for new development and improved road infrastructure. The



Inset: 1 *Superior Rubber Limited plant. Holyrood. 1954-1956.

60,000 sq ft concrete and glass structure sits on 6.71 acres of prime real estate at the intersection of Conception Bay Highway and Holyrood Access to the TCH -- or what Mayor Gary Goobie likes to refer to as 'the corner of Main and Main'.

"This is the key area for development in Holyrood today and I can tell you, it's gratifying to see that old place finally come down. Because of its location and footprint, it allows our town the unique opportunity to re-envision the downtown

area -- basically build it from scratch -- benefiting from our history and what we've seen as best practices in other areas.", says Goobie.

The demolition is scheduled to be completed next month as part of an economic plan that is a well-researched, reasoned and phased approach to sustainable development. The strategy focuses on attracting ocean technology companies, startups, innovators, researchers, students, and tourists – with the ultimate goal of making the town attractive to investors, professionals, and new families.

Goobie goes on to say that, "While as a municipality, we are aggressive in our economic diversification strategy, we are always cognizant of retaining the natural beauty and small town charm that has drawn visitors to our shores for hundreds of years.

Town of Holyrood, CAO Gary Corbett adds, "We are very grateful for the cooperation of all

levels of government and the support of the taxpayers of Holyrood to get this divestiture done and behind us so we can move forward. The developers, A&S Holdings Ltd. have also been instrumental in helping us achieve this significant milestone,

“Our strategy is ambitious – and includes creating a commercial zone and adjacent Oceans Business Park, and hopefully an Ocean Science innovation center within the next couple of years,” says Corbett. “We would anticipate that sort of activity and organic growth to drive the demand for residential space. So we are prepared and positioned for that growth as part of our overall plan.”

With all the activity in and around Holyrood, including the presence of Marine Institute and its own plans to construct a new wharf/breakwater and research facility here, it’s interesting to imagine what Holyrood might look like in the next 60 years.

“One thing is certain”, jokes Mayor Goobie, “this is where the rubber hits the road!”

-30 -

Photo Credit: **Superior Rubber Co. Ltd. Model, 1951**

The rubber factory was built in Holyrood in 1954 and operated until 1956.

Archives and Manuscripts Division (Coll. 075, 5.04.858), Queen Elizabeth II Library, Memorial University, St. John's, NL.

Media Contacts:

Mayor Gary Goobie: Gary.Goobie@Holyrood.ca

CAO Gary Corbett: Gary.Corbett@Holyrood.ca

709.229.7252