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Capt.C.a. 1/8 Eyk.



1887.

Bernard Nyveen was born in Stadskanaal, Province of Groningen, in the Netherlands on October 1st. 1887. He was one of a family of seven children and receiverd his education in the City of Groningen, where he attended public school. He proved to be a somewhat erratic scholar, whilst excelling in certain subjects such as geography. history and languages, other subjects left him totally indifferent. As a boy, he had a restless, somewhat of an adventurous nature, which spirit never left him for the rest of his life. When the notion would take him, he would go wandering off into the countryside, forgetting to come home for supper, or for that matter on his way to school would get interested in whatever unusual event he would come across, and skip his classes for that day. Instead of being in school or at the supper table B. Nyveen would, at times, most likely be found, watching a circus or county fair being erected, a cattle market auction, hanging around the harbour and watching ships entering port, being loaded or discharged, or on a fine Spring day playing Robinson Crusoe on some little island at a nearby lake.

No amount of scolding, reprimanding or punishment from either parents or schoolteachers was of avail and finally his father decided to curtail his education and take him into his wholesale and of a job would make him settle down. He was quick to learn and consisted of slaughtering horses of his father's business which meats and a retail buthcer store. But again he got soon fed up with living in the meat trade. At that time Germany was the leading him to go there.







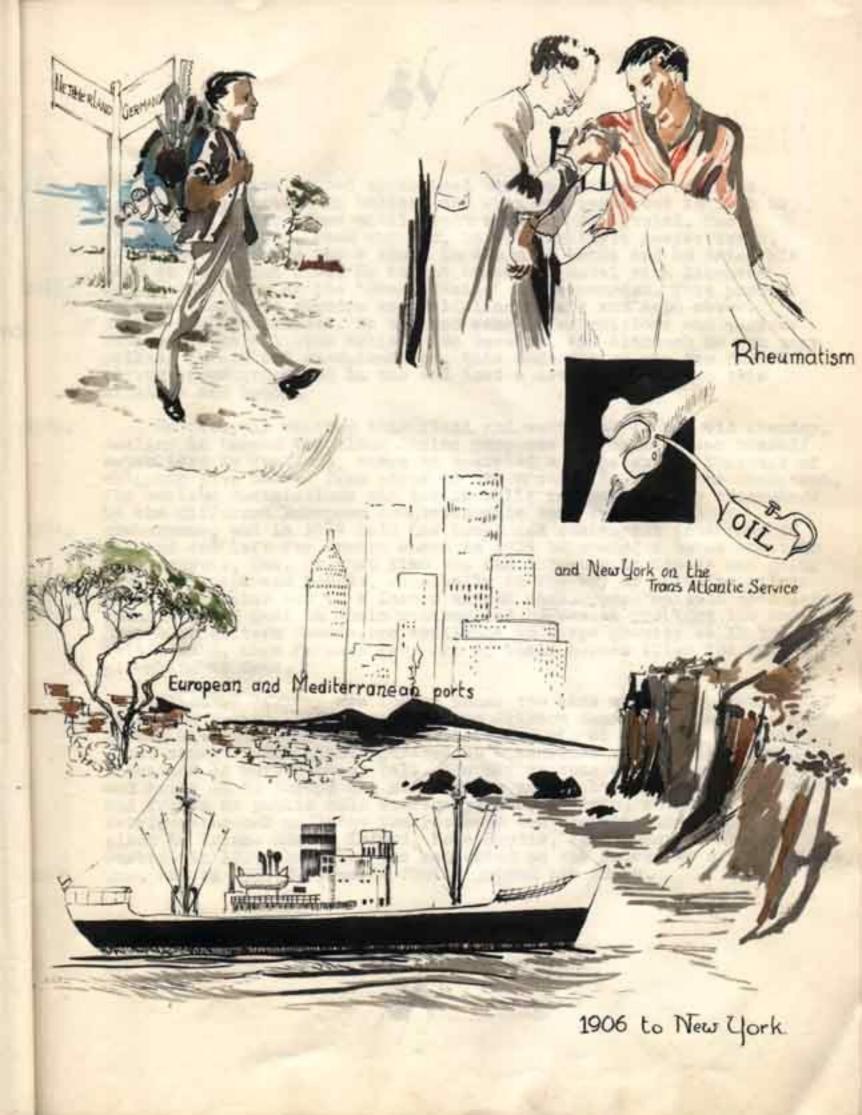
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In those days, a youth of 13 or 14 years of ago to be an apprentice for 5 years before he could get his work card as a journeyman butcher - and at the end of the century say B. Nyveen in Germany as an apprentice. Working conditions then were far from what they are today and hours generally consisted from sunrise to sundown. The work was hard and arduous, employers in pre 1914 Germany were autocratic, harsh taskmasters and disciplinarins and the accepted method of teaching a young fellow his trade was either to make him or break him. It almost did break him, as, by being small in stature and in a rundown condition, he was seized by an extremely seious attack of rheumatism whilst working in a damp sausage manufacturer's cellar. He was hospitalized and after receiving his discharge from same he obtained, after 6 years, his journeyman's card, having worked for different employers the length and breadth of Germany. But, he had a thorough schooling in the meat trade. He also had by this time a lot of experience and excellent qualifications in his trade but no money. Germany, however, was not the type of country he would care to make his home in and wanted to see what the rest of the world looked like.

The next step he took was to take a job as a butcher on various liners of steemship companies, and this way saw a lot of European and Mediterranean ports as well as New York on the transatlantic service. He liked the way things were done in the United States and by 1906 stepped ashore in New York to see what he could do for himself there.

In Newark, N.J. he joined a rendering company where he shortly became in charge of the department in which snims! by-products were manufactured into tallow and tankage and a little later handled the export business of hersement for human consumption to Europe. On one of his trips back and forth to Holland he became acquainted with a Josina van Meer and on April 13th, 1913 they were married at Leeuwarden, Holland.







By this time he had establised his own horsemest business, wholesale and retail in Holland and when wer broke out in 1914 he decided to remain there until events became more settled. Two children were born, Jack and Max, in 1914 and 1916 respectively. After the war there was a slump in the meat trade and he tried his hand at something else. He hought himself a botal midth literated

hand at something else. He bought himself a hotel with licensed restaurant known as the "Groene Weide" in Leeuwarden. This proved to be a lucrative venture as a sideline bought and sold show horses and race horses. He entered same in exhabitions and various race meetings all over Holland and Germany, and although he won many prizes, purses and championships, this undertaking was far from a paying proposition and in the end lost a lot of money with this sideline and hobby.

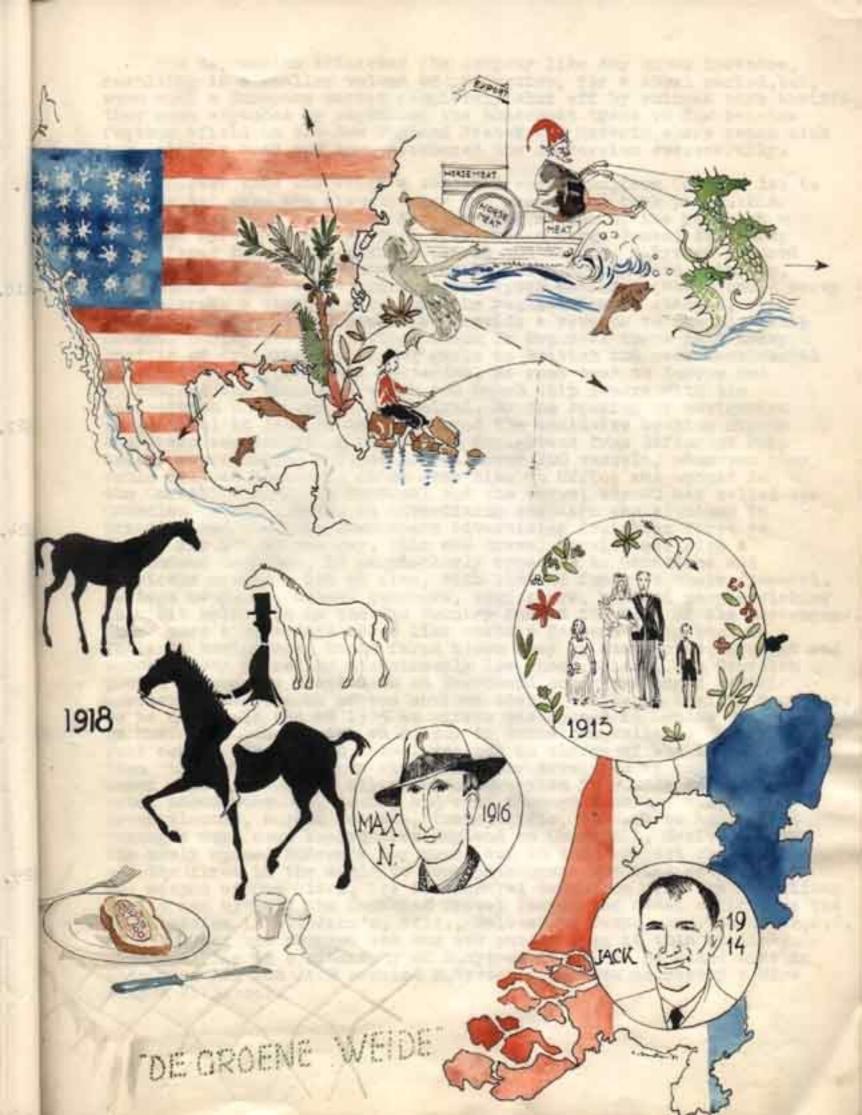
He promptly vacated this field and went back to his old standby, dealing in horses for slaughtering purposes and by 1922 saw himself establised in Scotland, where he operated a large export business of shipping live horses from ports in the British Isles to the Continent. The various restrictions and tariff walls imposed shortly afterwards by the different European countries made this venture too.

by the different European countries made this venture too cumbersome, and in 1924 sold his hotel and restaurant interests in Holland and left for Canada where in 1924 he opened a horse abattoir in Longueuil, Que. At that time the fur industry in Canada was going ahead by leaps and bounds, especially in the way of breeding silver foxes on ranches and to a lesser extent mink. These animals need large quantities of meet in their rations and horsement provided the answer. Horses in eastern Canada are available in large quantities in the fall months, when farmers get rid of their horses after the fall ploughing is done.

Alimited company was formed under the name of The Longueuil Mest Exporting Co.Ltd. Its directors were Clinton Henderson, Louis Lamerre, Thomas Milletts, Sam Fesner and B.Nyveen, who at the same time was plant manager. The plant operated on a seasonal basis, slaughtering thousands of horses every fall. The better cuts of meat were pickled and exported to Europe the rest of the meat was boned, packed in boxes and frozen at public cold storage plants, swaiting shipment by refrigerator car to large for ranchers and distributing cold storage plant in Prince Edward Island, Nova Scotia, New Brunswick and northere quebec. In 1927 the plant was relocated on the outskirts of St.Lambert, que, and in 1929 B.Nyveen's family joined him there.

\$\f

1929.



The depression afflicted the company like any other business, resulting in a smaller volume of production, for a short period, but, even with a European market completely shut off by ruinous high teriffs, they soon expanded by capturing the horsemest trade to fur ranches further afield in the New England States and Onterio where ranch mink are intesely bred and thus weathered the depression successfully.

However this was still a seasonal operation from October 1st to January 1st when the slaughtering and processing took place. His initiative sought an outlet for the nine months of the year not utilized by the plant. In 1932 there was a large demand for cheap ocean fares for travel between Canada and Europe. B. Hyveen figured that with his previous connections in ocean freight and shipping. freighters and tramp steamers having spare cabins on board could carry passengereat a cheaper rate than the regular liners charged, even third class and at the same time provide a revenue to the steamship owners. During the navigation season in Montreal there is a heavy traffic of freighters carrying grain to British and near Continental ports such as Antwerp and Rotterdam. He went over to Europe and approached the various British and Dutch ship owners with his proposition which was well received. By the opening of navigation In Montreal in 1932 he had chartered the exclusive booking rights and spare accommodation on various freighters from different ship owners representing a fleet of well over 200 vessels, whenever they would call at Montreal. At the same time an Office was opened in the Coristine Blag. in Montreal and the travel bureau was called the Canadian Travel League. An Advertising campaign was alunched in Canadian and American newspapers advertising freighter fares to Europe for \$55.00 one way. This new travel service met with a tremendous response. It particularly appealed to Canadians and Americans having a lot of time, with limited funds at their disposal. College students, school teachers, professors, retired people wishing to visit relatives in the Old Country formed the bulk of the passengers. There were also tragic cases like western farmers going back to England, having seen their farms blown away by duststorms, drought and subsequently ruined by disastrously low wheat prices. The Canadian travel League was started on an Eastbound ocean passenger traffic movement, but it soon became obvious that a Westbound traffic was there to be developed and in 1935 an office was opened in London England right on Trafalgar Square with an agency in Rotterdam, Holland. His son Jack just coming out of high school was put in charge of the London Office, from which office various sidelines were developed in connection with ocean passages such as inland transportation in Canada and United States hotel accommodations, tours, and even through bookings comprising transatlantic, across America, transpacific, through to Australia. Passages were even booked from England to Churchill, Manitoba, via the newly opened Hudson's Bay route and in this respect the Office was the first in the world to book passengers via this route. This new method of One Class, low fare travel caught on with the travelling public and by 1937 the Canadian Travel League had added affices to its organization in St. John's, Nfld., Galveston, Texas, and Vancouver, B.C. In This year his younger son Max was put in work in this business. Although this is a biography of B. Nyveen it should be added that in this year his son Jack married B. Nyveen's private secretary a Miss Idlyan Firestone.

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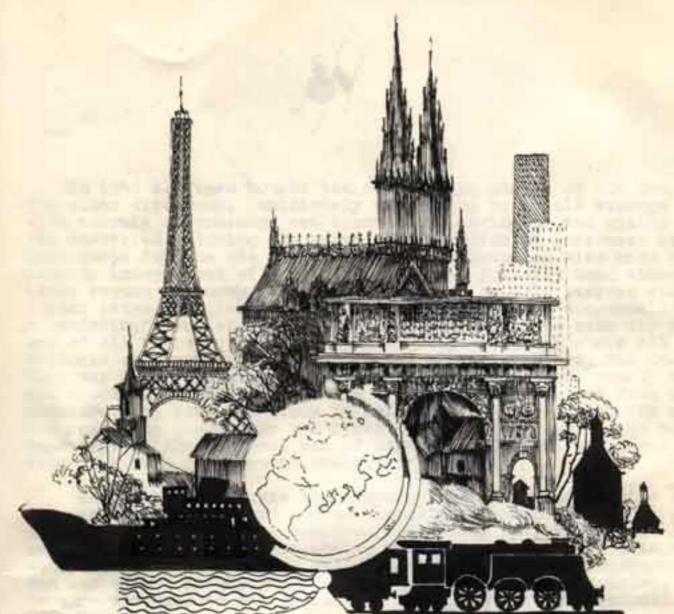
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With the outbreak of hostilities in 1939 the British Admiralty took over all British Shipping and tourist travel came at once to an end. The Canadian Travel League activities stopped completely and the organization suspended its operations.

The Longueuil Meat Exporting Co. Ltd., during all this time operated on its usual seasonal basis and B.Myveen now bought a night spot in Montreal called the Rangers Club an Mountain St. Its operation and the nature of its long night hours conflicted with his interest in the Long. Meat and after ly years decided to drop the Rangers Club. In the intervening years one of the directors of the Long. Meat passed away and the remaining directors being well advanced in years showed little interest and even reluctance in expanding the activities of the Company.





CANADIAN TRAVEL LEAGUE MONTREAL O 39



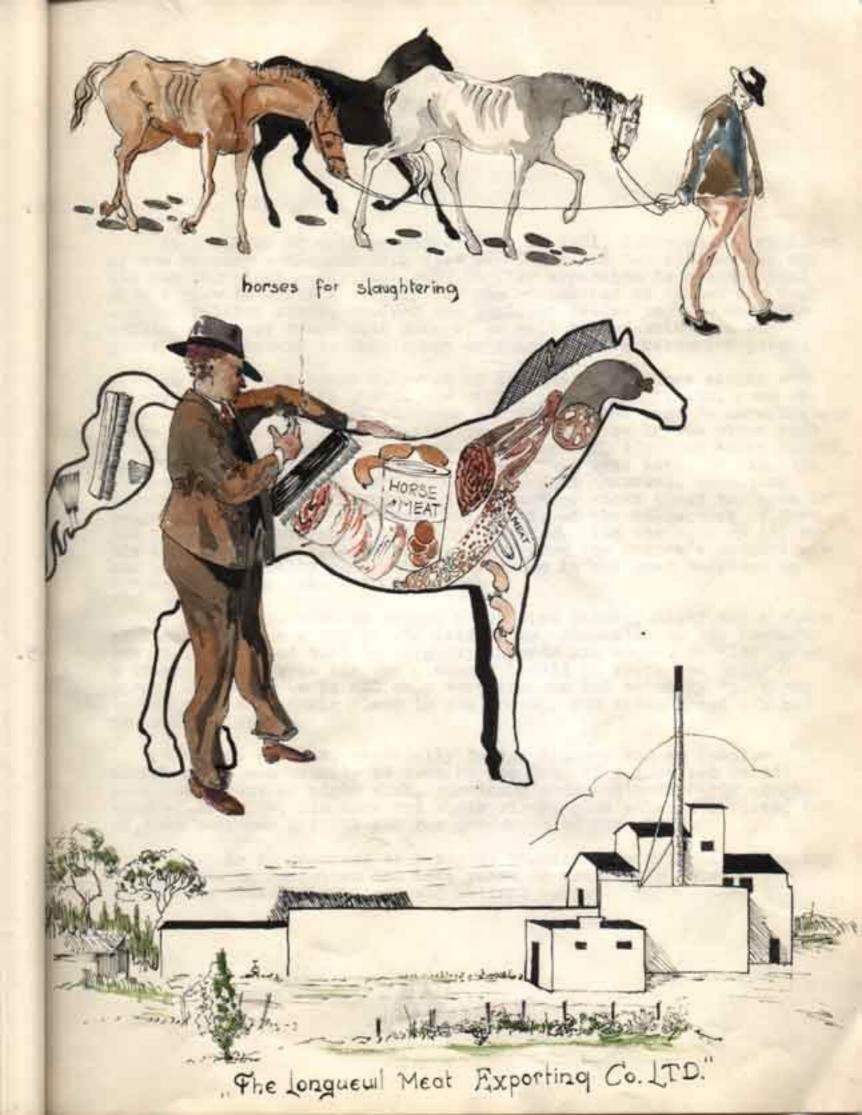
M2. In 1942 B.Ryveen bought the controlling shares of the Company from the other directors. Immidiately upon doing so a cold storage plant with ammonia compressors was constructed, gringing and mixing machinery was installed widening the scope of production of horsemest and byproducts for the use of fox food. This expansion also made the company independent of public cold storage formerly used whereby a large amount of money was saved every year on cold storage charges. A year later the plant was further expended by the construction of a rendering plant which then enabled the Company to make the fullest use of all byproducts. It reached thereby the stage where all the products and byproducts were utilized on the premises. The Company this way added two more products to their production, namely tallow and cracklings. It also began in a small way to collect from outside butchers fat, suet and bones in montreal and the country for use in its rendering plant. For the first time the Long. Mest. was no longer dependent on the sessonal run of horses in the fall and began operating on a full year around basis.

During the wer years the Company kept operating on this basis, but was unable to expand due to unavallability of additional machinery, shortage of power, motor vehicles, materials and labour. His son Jack was in charge of the plant whilst his son Max was serving in the H.O.A.F. The production of tallow was of the highest importance to the war effort it being used for the extraction of glycerine, which in turn was used in the production of explosives and ammunition.

After the war, plant expansion was energetically pursued which resulted in the installation of additional high pressure beilers, cookers, presser, and hammermills. Agreet many trucks were purchased and additional collection rautes were put into operation, covering the entire City of Montreal and country within a radius of 100 miles. Apart from butcher stores, chain stores, dept. stores, restaurants, bacon and ham factories, wholesale meat distributors, public markets, independent slaughterhouses and meat packers, were now being serviced. A 24 Hour collection service of crippled and dead livestock on farms was inaugurated, which animals are picked up promptly at any farm upon receipt of a telephone call by special trucks equipped with power winches. In passing it should be mentioned that his son Max married a Miss Zelds Ornstein in 1946.

The horsemeat operations declined due to reduced availability of horses and a decrease in fur bearing animals bred on fur farms. The rendering plant operations, however, expended to such an extent that its volume of business is six times greater in 1951 than it was in 1945.







of the Company - his son Jack vice president and General Manager and his son Max plant superintendent. Further expansion is contemplated with a view to erect a cannery for the production of canned dog food - a new Milling floor, coolers and pickling cellar to re - open the edible horsement trade with Europe, as well as modernization of conveying equipment to handle raw materials in the rendering plant.

In the past 5 years B.Nyveen is able to take things easier and in company of his wife passes the winter months in Florida, goed on a Meditteranean cruise or wherever his fancy takes him. He nevertheless takes a very active interest whenever he sets foot in the plant and can usually be found near a horse being dressed, a cooker being loaded, or a batch of cracklings being processed into meet meel. He can also be found hiding himself in a butcher store in Montreal, observing unseen how one of the Company's fat buyers go about their Business in weighing off the butcher's fats and bones. As the collection of fats and bones is highly competitive his main job with the Company is, by his own choice, to acquire new accounts from the Compan's competitors and knows personally today almost everyone in the meat business in Montreal, better than a 1000 strong.

In his spare time he enjoys a man size dinner, ciger and a glass of Dutch gin, one a day of the latter two, according to his Doctor but it is believed that he slightly exceeds his quuta. He also shows a lively interest in his two gransons Donald II years and Teddy 6 years, and seems to be not only very anxious but actually impatient to see them take their place in the company and takes great delight in talking "shop".

He likes parties, espacially famely dinners and on feative occasions he can usually be seen at the head of a reserved table in a restaurant or night club, presiding over a dinner party consisting of his wife, his sons and their wives, plus other relatives, out of town business friends and key personnel of the plant.

Today he is regarded as a highly successful man in his community but not having forgotten the lean years he generously denstes to charitable causes, hospitals and welfare work.



THE PRESIDENT OF THE COMPANY





