

# EDMONTON BREWING & MALTING CO., LTD.

Manufacturers and Wholesalers whose Trade Extends  
Over a Wide Territory and Brings Credit  
to Our City

EVERY industry whose products are shipped to communities outside of the city limits has a bearing upon the growth and reputation of Edmonton, as its transactions call attention to the situation of our city as a distributing and supply centre and bring its name into prominence wherever its outputs are sent. If the products of a distributing company are superior to those of similar manufacturers or retailers, the concern itself not only profits but the locality with which it is identified gains a reflected credit from such transactions.

In this particular field the Edmonton Brewing & Malting Co. has been of influence in spreading its own reputation and our city, for in malted beverages it manufactures beer, ales and stout that have been commended for their tastefulness and purity and have so far received the satisfaction of discriminate people as to be preferred above all others. In fact the Edmonton Company's Yellowhead Beer is being more and more widely demanded and purchased and is steadily taking the place of the American beers which formerly had to be imported to this side in large quantities. The improved product of the Edmonton Brewing & Malting Co. is not only supplying a large market but in filling a demand that was formerly supplied by American companies; it is doing the best

possible service for our city and the Province in creating home goods for home people and keeping the money in circulation among those who earned it.

Moreover, though our city is well advertised it is appreciative of any further desirable pub-

A "prophet is not always without honor in his own country" either, as Edmonton gives almost universal praise to Edmonton's brewery products and practically every dealer in the Twin Cities carries an ample stock of its beers and other malted beverages. "Just malt and hops," a slogan of the Company, insures the purity, life and excellent flavor of the Edmonton beer and a new trade mark that has been recently registered "Yellowhead" is the highest quality that has yet been produced by this company, and is especially responsible for the increased calls that has given it a preference over the American bottled goods.

This brewing company is one of the early industries of this city for when it was established ten years ago there was little prospect and not much hope of Edmonton ever reaching its present size or importance. Two years later the business was incorporated and from that time forward the possibilities of Edmonton as a supply and distributing centre has been in evidence and this company has labored energetically and fruitfully to reap the advantages of its location.

The plant, near the lower bridge, was naturally a small one when the business was founded, but practically every year since there have been additions or extensions and the company in every way possible has kept pace with the



licity it may receive and to this end the Edmonton Brewing Company assists notably through the wide territory it covers, its products going through northern Saskatchewan, to the city of Saskatoon, as far south in Alberta as Calgary, and north and west.



TWO TEAMS OF THE EDMONTON BREWING CO.



growth of our city and has presented capacity and facilities to take care of its remarkable development.

A number of buildings are now in operation and though they do not have the exterior modernity that some of the Jasper Avenue mercantile houses necessarily have, the interior is what counts, and in this respect there is no brewing company in any part of the Dominion more completely or more up-to-date equipped. New machinery is constantly being added and as fast as new inventions are demonstrated, old equipment is thrown in the scrap heap and all the improvements that tend to the economy of production, purity and cleanliness have been utilized in this plant.

In this business of brewing and malting, there have been many decided advancements in recent years and no company has been quicker to realize or appreciate them than the Edmonton company.

Every liquid or solid food nowadays must be produced in hygienic surroundings, if the right class of customers is to be won, and this fact is thoroughly understood by the Brewing and Malting Company, which in the manufacture of its beers and ales uses water that has been trebly distilled. All the vessels that are used for fermentation, ageing and storing are of polished metals that show the least accumulation and so are subject to the severest cleansing processes. Each part of every building is kept spotless and from the air or surroundings, there is no possibility of a foreign substance entering the vats or kettles or penetrating to where the raw supplies are kept.

In barrelling or bottling, the most rigid precautions are taken to have these receptacles thoroughly clean, sanitary methods being employed for rinsing and filling and machinery so far doing the greater part of the work, that

and in every step of brewing this company is as up-to-date as many concerns that have national reputation.

The plant has a capacity of one hundred barrels a day and from thirty to thirty-five people are employed. Convenient transportation facilities are afforded through the spur track of its neighbor the City Flour, Mills and all that will assist in prompt consignments either through our city or to outside points are maintained.

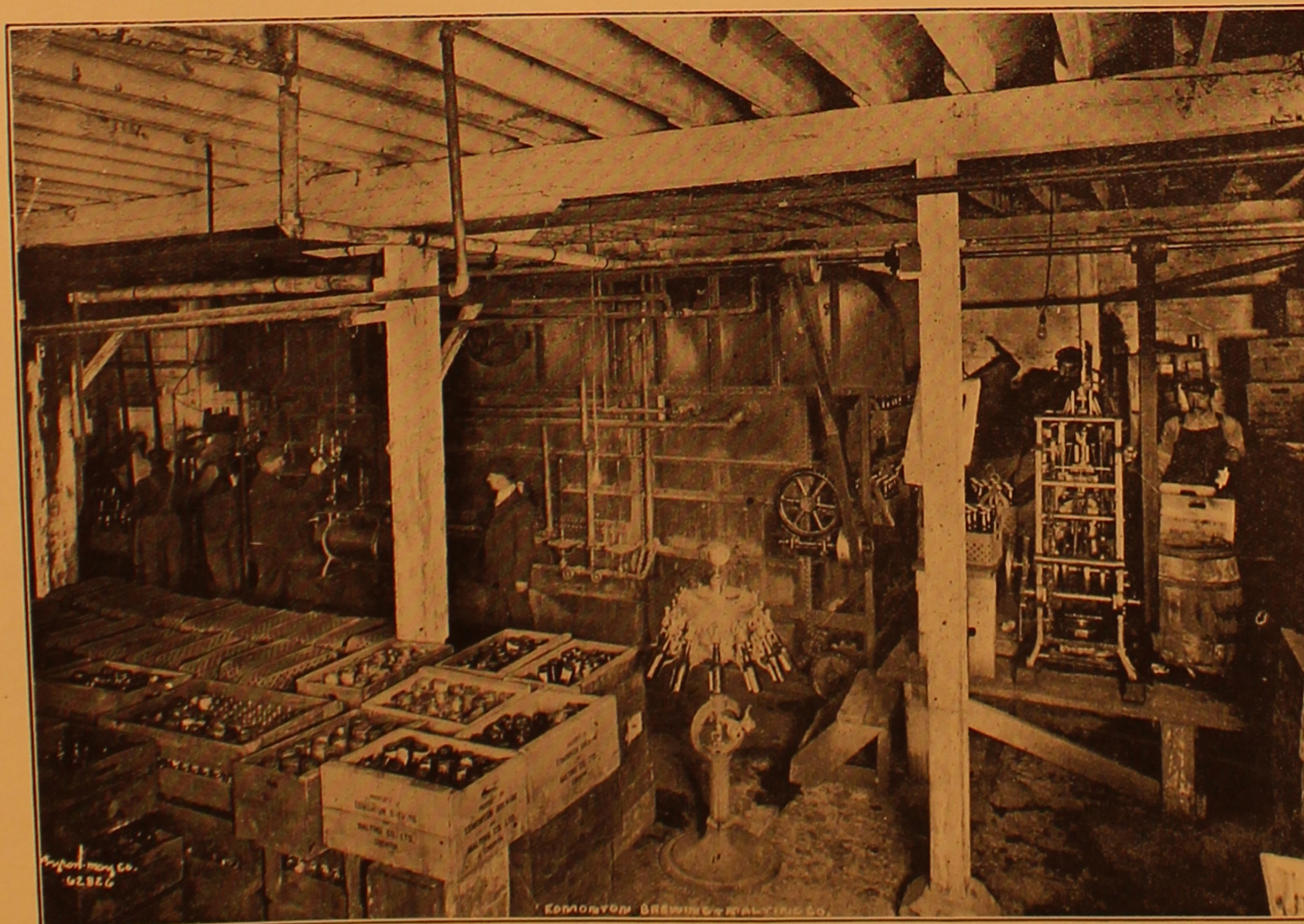
The Company in which a number of local capitalists are interested, has for its managing director W. H. Sheppard, and manager W. E. Lines. Mr. Lines, who has long been a resident of this city, was one of the founders of the brewery.

Mr. Sheppard, a resident of Strathcona, has been actively interested in the business since its reorganization in 1904, and having previous to this been a business man in the city across the river, he is regarded there with sincere esteem and respect. Mr. Sheppard was one of the men who helped put the Canadian Pacific through British Columbia and has been the pioneer in a number of movements that has helped in the upbuilding of this district. He was in the hotel business a number of years and his last proprietorship was of the Strathcona House. He has held the office of mayor as well as that of alderman of the Twin City of Strathcona, and though more or less out

of public life for the past two years, is always ready and willing to lend his support and encouragement to any project that will benefit Alberta in general, or Edmonton and Strathcona in particular.



BOTTLING DEPARTMENT OF EDMONTON BREWING CO.



COLD STORAGE OF THE EDMONTON BREWING CO.

