

# MORE THAN CENTURY OF PROGRESS FOR LIVE SAINT JOHN INDUSTRY

*Red Ball Brewery Established 1833 Still one of Leading Manufacturing Plants in the Maritimes - Oland Family Connected With Brewing Since Confederation.*

EIGHTH OF A SERIES

## New Brunswick's Industries and Commerce in Review

**S**URE progress over a period of more than a century is the record of one industry in Saint John, which has done business on the same site since 1833. This is the Oland's Brewery, Limited, which is one of the bright spots of industrial life in this city. This brewery, situated at the corner of Carmarthen and Union streets, has been in operation for more than 100 years and is still going forward in its particular line of endeavor.

One of the chief aims of this firm is to purchase within the Maritimes all the materials possible. Believing that the building up of the Maritimes will help everyone in these Provinces, Oland's has conducted advertising campaigns for the promotion of Maritime business and thus has called readers' attention to the fact that the Maritimes produce the best confectionery, the best underwear, the best packaged tea, the best refined sugar, the best coal and the best beer, ales and stouts. Thus have the owners of this business endeavored to promote Maritime interests.

The business originated about the time Saint John was gaining prominence as a ship-building and shipping centre, when the masts of wooden ships rose like a forest in the harbor. Robert Keltie, a Scot, noted for integrity, started the business, which has been in worthy hands since. His first brewery was conducted under the personal direction of Mr. Keltie. But in 1848 he met a young man, Simeon Jones, who was induced to leave his farm at Prince William and enter the employ of Mr. Keltie and soon became his "right hand man." Years later Simeon Jones bought the business from Mr. Keltie and became its head.

The increase in business was marked through the years but Mr. Jones found time for public service and in 1879 he was elected to the city council. He was chairman of the finance committee and in 1881 he was named mayor by acclamation, the first incumbent of the office to be so honored.

He retired from business in 1892, when his sons, R. Keltie, George and Frederick, bought out his interests. They carried on the brewery until G. W. C. Oland, of Halifax, father of the present president, acquired it in 1918.

It was while the Jones brothers were running the business that the well-known Red Ball trade mark was adopted. While walking down King Street one day, Frederick Jones noticed an Italian with a bunch of bright red balloons. The young man was suggested to Mr. Jones and the products of the brewery have ever since under that trade mark.

While the Oland family acquired the Saint John brewery in 1918, the Oland tradition in brewing in the

Maritimes dates back to Confederation.

John James Dunn Oland grand-father of Geoffrey C. W. Oland, founded the first Oland brewery in

John C. Oland and his family came to Halifax to reside in 1864. There he met a fellow student at Cambridge, Sir Francis de Winton, who was then aide-de-camp to Sir Fred-

Oland, Sons & Company, the sons being G. W. C. Oland, J. C. Oland, and Conrod G. Oland.

The Oland family interests in the Dartmouth brewery were sold to the



Geoffrey C. W. Oland



The late George W. C. Oland



Sir Francis de Winton



The late John C. Oland

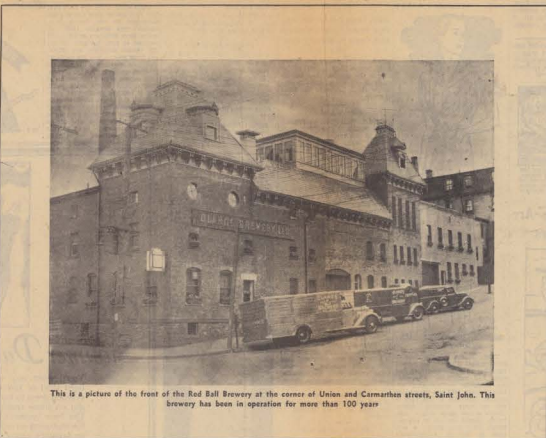


The late John James Dunn Oland

Halifax in 1857. He was an English country gentleman with estates at Grayshott, Hampshire. He was educated at Cambridge and as a young

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This is a picture of the front of the Red Ball Brewery at the corner of Union and Carmarthen streets, Saint John. This brewery has been in operation for more than 100 years.

man settled down on his estate and then learned the art of brewing old English ale, a favorite beverage with the country folk then and now. At harvest time especially this ale was in great demand and the term "Brown October Ale" originated from this.

of John Oland & Company came into being, with a plant at North Dartmouth. Sir Francis was associated in the business, but when he went to Malta with Sir Frederick Williams, his interests in the firm were taken over by Mrs. Susan Oland and the firm name was changed to S.

Son, Ltd. That was in 1909. This plant was destroyed in the explosion of 1917 but was rebuilt in 1925. This brewery was controlled and managed by G. W. C. Oland, the past president and manager of the Red Ball Brewery, who learned the art of brewing in England.

An interesting feature in connection with the entry of the Oland family into the brewing business in Nova Scotia is the agreement between Sir Francis Walter de Winton, G. C. Harvey, Thomas Mowbray and John James Dunn Oland, drawn up in the year of Confederation. This agreement reads as follows:

"Whereas the undersigned, Francis de Winton, George Cockburn Harvey, Thomas Mowbray, and John James Dunn Oland, all of Halifax, in the Province of Nova Scotia, have agreed to commence and carry on the brewing business under the style and firm of John Oland & Co., on the property known as the Turtle Grove, on the eastern side of Halifax Harbor.

"Now know all men by these presents, that the terms upon which such brewing business shall be conducted, shall be as follows. That is to say, the said Francis de Winton and George C. Harvey shall each be entitled to one-third of the net profits derived from said business and the said Thomas Mowbray and John J. D. Oland shall each be entitled to one-sixth of such profits, and in event of loss each of the said parties shall be liable in the above proportions of such loss.

"The said John J. D. Oland shall have the management of the brewery and shall receive a compensation for his services the sum of one cent per gallon on the first one thousand gallons good saleable ale and porter produced per week, and one half cent per gallon on the second one thousand and produced per week, and one quarter of a cent per gallon on all other ale and porter produced per week of a good saleable article, and in addition to such compensation the said John J. D. Oland shall be entitled to the free use of the dwelling house attached to the brewery building during the term of this co-partnership, also during such period of sufficient quantity of fuel for the use of such dwelling house without charge. He shall also be entitled to keep his three sons employed in such brewery at such wages as shall be agreed upon provided sufficient work can be found for them.

"It is further understood and agreed that all current and working expenses of said business shall be paid and discharged before any portion of the profits shall be appropriated by either of the parties to this agreement.

"Interest at the rate of six per cent per annum shall be paid on all sums of money advanced by either of the parties of this agreement before any distribution of profits be made.

"It is further understood and agreed that George Harvey shall have the disposal of all ales and porters brewed, and the ordering of such supplies as shall from time to time be required, for which services he shall be entitled to a commission of two and one half per cent, such

commission not to cover guarantee for any bad debts made in the disposal of the ale or porter.

"It is further understood and agreed that this agreement shall be and remain in force for the space of three years from the date hereof.

"In witness whereof we the undersigned have hereunto set our hands and seals, this first day of October, A.D. One Thousand Eight Hundred and Sixty-Seven, binding ourselves, our heirs, executors and assigns to the faithful performance of this agreement.

Francis Walter de Winton,  
G. C. Harvey,  
Thomas Mowbray,  
J. J. D. Oland."

"Geoff" C. W. Oland, present president and managing director of Oland's Red Bull Brewery, is a son of the late George W. C. Oland, who took over the Red Bull Brewery from the Jones brothers. He is a grandson of the late John James Dunn Oland, the English country gentleman, who founded the Oland brewery enterprise in Halifax in the year of the Confederation.

Mr. Oland is a keen agriculturist and maintains a large farm in Halifax County, N. S., where he lived for several years before coming to Saint John. He attended the Nova Scotia Agricultural College at Truro, prior to which he attended schools in Halifax, Saint John, St. Thomas College, Chatham, and later Loyola College, Montreal. He is keenly interested in community activities. He is a member of the Board of Trade, Thistle Curling Club, Confederation Lodge, R.A.O.B., Union Club and a member of the Saint John Boxing Commission.

Geoffrey Oland is deeply interested in sport and is a backer of the Pontiac Junior Hockey team and Pontiac baseball team.

The Red Bull Brewery uses only the highest grade ingredients in its products. Five different varieties of hops are used, the larger quantity being Canadian and brought from the Pacific Coast.

Due to increased business and the inauguration of a bottle exchange in which empty bottles are redeemed, a new building has recently been completed. Mr. J. M. Humphrey of Adelaide Street was the general

contractor and Colin C. MacDonald supplied the wood work.

Mr. Oland has just ordered a complete air conditioning plant for the fermenting rooms, new yeast cellar and storage cellar also their Wort cooler room.

They employ between 50 and 60 besides indirect labor, machine work, electrical work, trucking, etc.

Mr. Oland is interested in deep sea fishing and has given financial aid to promoting this tourist attraction.

Oland's Red Bull Brewery has no connection with any other brewery in the Maritimes and all Red Bull products are guaranteed brewed and aged.

The survival of any enterprise over a long period of time is, in itself, good evidence of its useful place in the world and that it has been well conducted with no concentration on quick profits at the expense of quality.

But no organization, however honorable its past achievements, can afford to stand still. The Red Bull Brewery is resolved not only to keep its present sound position but to expand its usefulness. With this object in view the company is constantly making improvements to its plant and doing everything possible to keep its products up to the high-

est standard, which has been the aim of the Oland family in the Maritime brewing field. The basic policy of the founders of the business will be followed and there will be no

compromise with quality in any of this firm's products.

The Oland Brewery plant is kept modern, and whilst it is one of the oldest industries in this part of the country it has up-to-date equipment and the constant aim of the management is to keep the beverages at the highest possible standard. Close touch is kept with brewing practices in England and nothing is overlooked in the matter of efficiency.

Those concerned with the production are prouder of the character of their products than of any commercial success which may have come their way. But Oland's Brewery has achieved much, both commercially and in the favor given by the public to their products. Their goods have been shipped to other parts of the Empire, where they have found favor, and in the military and naval services these Saint John products are highly regarded and generally used.

This is the story of the Saint John industry that has shown that this city is adapted to manufacturing and that under proper management where the customer needs are given first consideration industries can succeed and be maintained over the years.

The ninth of this series of articles reviewing New Brunswick's industries and commerce will appear in an early issue.

WATCH FOR IT!



Above is one of the big vats in which the process of manufacture goes on. It is modern in every detail and is especially equipped so that the production will be uniform in every case.



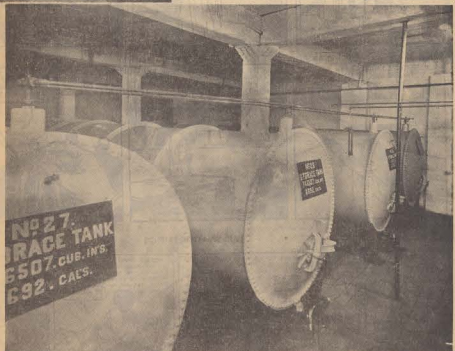
Upper left is a scene showing two truckloads of malt entering the Red Bull Brewery yard. This malt is a Canadian product and is secured in Wintings.



The picture at the left shows the cellars of the Red Bull Brewery—which are interesting places to visit. Here it is where some products of the plant are stored.



This picture shows a portion of the room where the bottled product is placed in cartons by some of the members of the brewery staff.



This is a portion of the plant where the products are stored in cogs. These modern tanks assure the purity of the firm's output.