

**Another Modern Industry Opens In
Lancaster, New Brunswick...**



**OLAND'S BREWERY
LIMITED**

Official Opening Tuesday, September 21st.



One of the Maritime's leading industrial families operates the high level administration of the new Oland & Son Limited brewery in Lancaster. Key administrative officials include: (left to right) Colonel Sidney C. Oland, chairman of the board of Oland & Son Limited; Victor deB Oland, company president; Don James Oland, vice-president; and Bruce C. Oland, a director of the new brewery.

Industrial Milestone Marked

--Modern Brewery Boosts Lancaster Economy

By John Cunningham, Staff Writer

The industrial march on Lancaster's Golden Mile takes another giant step forward today with the opening of the new \$4,000,000 Oland's Brewery Ltd., Lancaster.

The new brewery described as one of the most modern in Canada, is being officially opened at ceremonies slated for 2:30 p.m.

In operation since July 14, the brewery has an efficiently produced daily capacity for markets throughout New Brunswick and areas of Prince Edward Island.

In a unique ceremony on the 10-acre site overlooking the Golden Mile in Lancaster, the building will be officially declared open by New Brunswick Premier Louis J. Robichaud.

Keynote address is being delivered by Col. Sidney C. Oland, Halifax, chairman of the board of Oland's Brewery Ltd. Master of ceremonies will be Col. J. K. S. Manuel, general manager of the company's Lancaster operation. On hand to extend the welcome of the City of Lancaster will be Mayor Benton W. Huestis.

Executive Members

Other members of the company executive include: Victor deB Oland, president; and Don Oland, vice-president, Bruce Oland, director and Norman Stanburg, Sec.-Treas.

The highly automated plant will employ directly about 70 persons and through payroll payments somewhere in the vicinity of \$350,000 will be poured annually into the local economy, said Col. Manuel.

The modern new plant gives employment to skilled and semi-skilled workers as well as highly trained administrative personnel.

"The opening of the new plant is another of the many indications of the increased economy of New Brunswick and the Maritime Provinces in general," Col. Manuel said.

Boost To Economy

The establishment of the plant at the Lancaster site demonstrates the company's firm belief in the relatively untapped market potential of the area, he added.

The move from the 135-year-old Carmanthen Street site to the present location, was necessary to keep pace with the province's rapidly expanding economy.

"Our business had increased to the point where the Carmanthen Street facilities became inadequate, and expansion became necessary, Col. Manuel said. "Realizing the vast potential of the province we chose this site in Lancaster."

From the time the raw materials arrive at the plant site to the moment the trucks roll away from the spacious storage warehouse the entire operation features a high degree of automation and specialized equipment.

Canadian Equipment

Canadian equipment was selected for use in the plant; wherever it was possible, said Project Manager, R. D. Mussett, Halifax, although equipment was acquired from markets in the United States and Europe because of the specialized nature of the brewing industry.

Work on the project was undertaken in December, 1962, following a brief so-drumming ceremony participated in by Premier Robichaud and Company Chairman Col. Sidney C. Oland, Halifax.

General contractors for the project were

Atlas Construction Maritimes Ltd. of Fredericton and Montreal. The process engineering was handled by Kapelle, Wright and McLeod.

The plant's operation will call for large-scale volumes of industrial raw materials including 150,000 gallons of water daily, nearly 18,000 tons of hops per year, nearly 250 pounds of yeast daily and a train car load of malt every five operating days.

In addition to direct staff members the plant will give an economic boost to many workers involved indirectly with the operation. These will include truckers, persons involved

with the operation of bottle exchanges and a host of suppliers of primary products used in the industry.

Col. Manuel will be general manager of the new brewery and W. C. Hayes will serve as production manager. F. Sydney Williams will be the brewmaster.

The staff of the new brewery has been transferred from the old Carmanthen Street plant which ceased operations in August. The Saint John Brewery formerly Red Ball Breweries Ltd., was acquired by the Oland Company in 1958.

We are Proud to have
contributed to the construction
of the new plant of
**OLAND'S BREWERY
LIMITED**

SIMMS ST.

LANCASTER



By supplying and installing
REFRIGERATION and PIPING INSULATION

We extend our congratulations to
Oland's Brewery Limited on their
official opening

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Positive Sanitary Pumps

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WAUKESHA



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Quality Ingredients And Modern Methods Assure Uniform, Quality Products

The linked processes of the new Oland's New Laundry Brewery will call for large-scale volumes of a host of basic ingredients to assure a continuous chain of quality production.

Drawing from sources in the immediate area and from suppliers throughout Canada and the United States, the industrial-sized

water will be shipped in daily to the Lancaster site by truck, rail and air.

This, however, is just the starting point.

Perhaps the largest single volume item used in the operation will be wheat, which company officials say will be used at a rate of 150,000 gallons a day.

Daily operation of the brewery will require, for example, from 24,000 to 100,000 pounds of malt and various "heavies" 18,000 tons of hops will be required every year as well as about 270 pounds of yeast daily and a train car load of malt grain every five operating days. Even plus, a million tons

of more industrial will be used at a rate of 24 gallons daily in the grain-purifying operation.

The specific volumes of water will be required as an actual water-treating ingredient and for a wide variety of purposes ranging from the sterilization and pasteurization to bottle washing.

Malt Shipped In

The heavy malt shipments will arrive regularly from the Canadian West and will be unloaded at a rail siding leading into the rear of the ultra-modern structure.

The grain is then to be handled by a completely automatic conveying system, capable of unloading at a rate of 16 tons per hour. The malt will be stored in the two storage silos located near the rail siding.

Brewers' yeast — the key to the fermentation process — will be grown at the Lancaster site, under carefully controlled conditions. A good strain of brewers yeast, handled carefully, should serve the brewery for several years a company spokesman said. But, when a yeast change becomes necessary, as in the case with the completion of the new plant, it must be brought in by air from Montreal in containers refrigerated with carbon dioxide.

From exchanges throughout the province close to 100,000 bottles will be brought in every operating day, so will similar quantities of L. b. a. l. a. c. o. s. e. and water. All amounts are to be handled in from the Halifax plant in heavy traffic.

From this one installation of these and other operating materials the plant will produce at an average capacity of 600 barrels of beer and six per day. The assistance throughout New Brunswick and Prince Edward Island.

Congratulations and Best Wishes...



to Oland's Brewery Ltd.

SIMMS STREET

LANCASTER, N.B.

We Are Extremely Pleased To Have Taken An Active Part In The Construction Of This New Building By Supplying —



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Congratulations

to the
MANAGEMENT and STAFF
. . . of the newly constructed

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Teamwork Made Plant Possible

The completed new \$4,000,000 Oland's Brewery Ltd., Lancaster in the end product of the co-ordinated efforts of a team of engineers, architects and brewery specialists.

For in addition to the detailed planning and large-scale construction operations required in completing the new structure, additional care and attention was required in design the plant to suit its specific industrial needs.

Appointed project manager for the construction of the new building was R. D. Mussett, manager of A. Keith & Son, Halifax, a subsidiary of Oland & Son Ltd. His appointment made him responsible for leading a team of heavily professional that experienced architects and engineers in the overall project.

In his work, Mr. Mussett worked closely with officials of Atlas Construction Maritime Ltd., general contractors, and representatives of the firms responsible for both process engineering and architectural design of the building.

The process engineering firm of Kapelle, Wright and McLeod, Toronto, looked after the design and installation of the industrial equipment and the architecture was handled by Ross, Fish, Duchesne & Bennett of Montreal.

Mr. Mussett said that a great deal of travelling was required by company officials for the production line operation.

He explained, for example, that the main handling system was obtained from Babler Brothers of Toronto and Switzerland and that the main tub, a vital unit in the brewery process, was obtained from the American firm of Schuch-Gesner of Rochester, N.Y.



R. D. MUSSETT
Project Manager

The equipment, he said, is capable of processing over 300 barrels at one time. Another American innovation in the new plant is the large separator body by Desmetwerke Company of Buffalo, New York.

Machine industry was not forgotten in the purchasing, Mr. Mussett said, for the fermenters were built by the MacIntyre Foundry and were the first ever built in the Atlantic Province. On the basis of the design of the Oland's fermenters, MacIntyre Foundry has since built several other similar fermenters for Upper Canadian Breweries.

Perhaps the largest unit in the new brewery is the 32-foot wide bottle elevator which is completely automatic and is capable of rising itself with exactness after each operation, Mr. Mussett said.

The plant replaces the former Carleton Place brewery. It has been in operation since July 14.

Construction began in December, 1963 following a dedicatory ceremony at which New Brunswick Premier Louis J. Robitaille and the chairman of the board of Oland & Son Limited, Sidney C. Oland, officiated.

LACKIE BROS. LTD. CONGRATULATES OLAND'S BREWERY LIMITED

On the official opening
of their multi-million dollar
plant in Lancaster, N. B.



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**Oland's Brewery
Ltd.**

on the completion of their new, \$4,000,000 dollar
brewery.

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progressive industry.

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to have played
a part in
the construction
of this
fine new modern
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opportunity to extend our
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**OLAND'S
BREWERY LTD.**

SIMMS STREET LANCASTER, N.B.

on this their
official opening

Gill & Co. Ltd.

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Top Executive Talent Steers Plant Production

Through payroll payments at the new Oland's Brewery, Lancaster, some \$350,000 will be poured annually into the local economy, said plant general manager, Col. J. K. S. Mansel.

The payroll figure, which represents a relatively high salary scale for the Greater Saint John area, is a necessity in the brewing industry where demands call for a specialized staff of skilled and semi-skilled workmen and suitably trained supervisors, he said.

Employed directly in the highly automated production line will be about 70 persons, Col. Mansel said.

This figure will include highly experienced sales, administrative and office personnel and a larger staff of skilled and semi-skilled workmen involved in the bottling and shipping departments of the plant.

In addition to direct full-time staff members the plant will affect the lives of a far larger number of persons involved indirectly with the operation. These will include truckers, persons involved in the maintenance and construction of bottle exchanges and a host of suppliers of primary products utilized in the industry.

Col. Mansel will be in charge of the entire operation and Production Manager, W. C. Thors will be responsible for the volume production of the brew house and supervision of other phases of production including the shipping, bottling and storage operations.

Responsible for the quality, taste and consistency of the brew and also will be the plant's master brewer, F. Sidney Wilson. Brew house foreman will be Percy R. Boyle.

Production daily testing to ensure the taste, quality and stability of brewery products will be laboratory technicians, Miss Conroy LeBlanc.

Manager for the Lancaster based premises - wide sales operations will be K. R. Macdonald. Gary J. Murphy will act as public relations director and the office manager will be A. Row McLean.

In charge of maintenance and repair of plant equipment will be James M. F. Keith and foreman Donald S. Stuckler will head the bottling room staff. Shipping foreman will be Leo P. MacDonnell and Charles J. Campbell will act as purchasing agent.

Of the total plant personnel about 20 persons will be involved in administrative duties and the remaining 50 will be sales employees involved in the actual brewery production.



W. C. THORS
Production Manager



K. R. MACDONALD
Sales Manager



J. SIDNEY WILSON
Office Manager



WILLIAM BOYLE
Sales Representative



WILLIAM CONWAY
Brought Sales Representative



G. J. MURPHY
Public Relations

Key Personnel

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Plant Foremen



LEO P. MACDONNELL
Shipping Foreman

DONALD S. STUCKLER
Bottling Foreman

JAMES M. F. KEITH
Plant Foreman

PAINTING AND SPECIAL FINISHES

USED IN THE CONSTRUCTION OF THE NEW MULTI MILLION DOLLAR, ULTRA-MODERN TWO AND ONE HALF STOREY BUILDING OF . . .



OLAND'S BREWERY LIMITED

SIMMS ST. LANCASTER, N.B.

We would like to take this opportunity to extend our warm and sincere best wishes to the management and staff of Oland's Brewery Ltd., on this, the official opening of their new plant.

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303 ST. GEORGE ST. MONCTON, N.B.
BRANCH OFFICE
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new & the time for all good men to create!!!

Congratulations And Best Wishes To The
Management and Staff of This New
Ultra - Modern Multi - Million
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OLAND'S BREWERY LIMITED

SIMMS ST.

LANCASTER, N.B.

On Their Formal Opening
September 21st



Oland's Brewery Limited deserve tremendous credit for erecting such an impressive building, which shows their confidence in the future growth and development of this area. . . . New Brunswick and the Maritime Provinces.

BRUNSWICK READY MIXED CONCRETE LIMITED

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BEST WISHES
to

OLAND'S BREWERY LIMITED

SIMMS ST. LANCASTER, N.B.

on this the official opening of their new building, the largest Brewery East of Montreal

The Aluminum work which included
**ALUMINUM CURTAIN WALL,
ALUMINUM ENTRANCES**

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Specialized Skills Key To Production

Automation, specialized equipment and a wide variety of industrial and technological skills hold the key to production at the Oland's Lancaster, N.B. Brewery.

From the time the raw material products arrive at the plant to the moment the trucks roll away from the spacious storage warehouses, the entire operation is geared to the quality production of the finished consumer product.

William C. Hayes, general manager in charge of the plant, said the skill and expertise of the staff will be an important factor in the brewery's success. He said that the staff will be trained to handle the machinery and equipment used in the brewing process. This is essential to the production of the finished product.

One of the most modern in Canada is a 100,000-gallon tank used for storing beer. It is one of the largest in the world.

From the time the raw material products arrive at the plant to the moment the trucks roll away from the spacious storage warehouses, the entire operation is geared to the quality production of the finished consumer product.

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We wish to extend our

CONGRATULATIONS TO Oland's Brewery Ltd.

SIMMS STREET LANCASTER, N.B.

on the official opening

of their 4,000,000 million dollar plant

GANDY & ALLISON LTD.

PHONE 653-2581

4 NORTH WHARF SAINT JOHN, N.B.

(Continued on Page 3)

BISHOPRIC congratulates OLAND'S

The Bishopric Products Company of Cincinnati, Ohio, joins all its friends in New Brunswick to offer best wishes on the opening day of Oland's new modern brewery.

Bishopric people realize more than most the great importance of such an occasion to the brewing industry. Since 1901 we have provided our products and services to beverage processing industries throughout the world. We like to be known as the brewer's best friend.

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LASTIGLAS lined and stainless steel tanks.
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We are extremely proud to have taken an active part in the construction of this multi million dollar brewery.



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SIMMS STREET

LANCASTER, N.B.

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- * BOTTLING TANKS
- * SILO BINS
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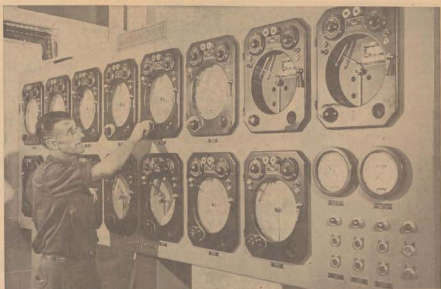
Industry Reflects Area Growth

The opening of the new multi-national electrical plant in Lancaster, New Brunswick, reflects industry in a number of ways. Lancaster, N.B., is the only plant of the C.I. Marconi that not only employs workers of New Brunswick and the Maritime Provinces, but also employs workers of other provinces in general, according to the general manager of the company's New Brunswick operations.

Col. J. E. St. Laurent of Saint John said that the official opening of the new 14,000 sq. ft. plant is the company's first in the industry in the province since the start of the year. The move from the 100-year-old plant in Saint John is one of the most important business developments in the province in 1965, according to the general manager of the company's New Brunswick operations, Col. St. Laurent.

A site located in Lancaster, within the boundaries of the Greater Saint John area, was chosen because of the present rate the area is playing in the overall province and Maritime-wide industrial expansion, he said.

"The location had to be chosen to take into account the Maritime's growth plans, facilities, location, transportation and expansion become necessary," he said, "and existing



ATLAS IS PLEASED TO HAVE BUILT THE NEW OLAND'S BREWERY

SIMMS STREET, LANCASTER, NEW BRUNSWICK



The new \$4,000,000 Oland's Brewery in Lancaster is one of the most modern and finest in North America, and is now in full production. The new Brewery, located on a large ten acre site on Simms Street, Lancaster, N.B., has a present capacity of 600 barrels a day, which is four times that of the company's old plant.

Atlas Construction Maritimes Limited, as General Contractor, takes this opportunity to extend their best wishes to the company, its officials, and employees on the occasion of its opening of this ultra modern plant.

Here Are Other Projects Under Construction Or Completed By Atlas Construction In The Greater Saint John Area . . .

- Saint John Technical Institute
- Simpsons-Sears Addition
- Holiday Inn
- New Brunswick Red Cross
- New Medical Centre on Portland Place
- N.B.E.P.C. Courtenay Bay Units 3 and 4
- Bank of Canada
- Department of Transport, Administration Building
- Department of Transport Stores Building
- Harbour Bridge Authority Relocation of Services

ATLAS CONSTRUCTION MARITIMES LIMITED GENERAL CONTRACTORS

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87 UNION ST., SAINT JOHN, N.B.



CARMEN LABLANC Lab Technician

... we are extremely pleased to extend hearty congratulations to

Oland's Brewery Ltd.

on this fine latest opening of their new multi-million brewery.



We are indeed proud to have been the suppliers of

PLASTIC TERRAZZO

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MONILE ACID RESISTANT FLOORING

ACADIA MARBLE TILE & TERRAZZO LTD.

UNICON

NEW BRUNSWICK



Kettle Cooks Up King-Size Brew

Located in the brew house of the new Oland's Lancaster Brewery is a large copper kettle capable of containing about 75,000 gallons of liquid and weighing over four tons.

Controlled by a complex wiring system in a house of modern electronic panels, the unit is gigantic in size and is capable of heating electric quantities of brew to temperatures as high as 212 degrees Fahrenheit.

The fully automatic, spotlessly clean apparatus called a "brew kettle" is typical of the wide array of specialized tools developed at the production line process at the new plant.

Like A Tugboat

Copper coils and cut, the brew kettle will stir in the 117 ingredients "the sugar" contains a strong perfume. It is used in heating, compressing, and even of beer and six. And like the tugboat, a

lever operated is used in the boiling brew. This in the brew kettle is the first step in the process to brew and the boiling brew is ready a mixture of each grain extract to water.

The brew kettle is a large modern lever to used to heat the wort and hops in grain, said Brew Master, F. Sydney Williams in explaining the function of the unit.

"What is explained, is a mixture of malt grain extract in water and is to be used when the 117 malt grains is boiled with large quantities of water and the liquid portion is drained off.

"In the brew kettle," the brew master said, "the hops are then added to the wort. This is the basic flavor source of the brewing industry."

Process Explained

As explained that is added to the brew including

propaganda of the brew kettle, it also serves to destroy microorganisms, and to purify the process.

The brew kettle has a stack for the removal of water vapor produced during the boiling and has a flange on the outside to prevent boilover from spilling on the floor. The flange collects the boilover and returns it to the kettle.

The unit is made of copper as this is detrimental to the flavor. The unit was shipped by rail and assembled in two sections within the plant.

The temperature controlling system for the brew kettle is fully automatic and the boiling time per vat of beer and ale ranges from one-half an hour to an hour.

The unit is one of many in the brewery production line geared to the modern production.

We wish to congratulate
the owners, the Architect,
and the
Process Consultant
on the opening of...

OLAND'S BREWERY LIMITED

SIMMS ST.

LANCASTER, N.B.

"Canada's most
modern brewery"

*we are extremely proud
of the major role we
have played in the construction
of the new plant by
being selected as the*

PRIME MECHANICAL

and

PROCESS CONTRACTOR

*We take great pleasure
in congratulating...*

COL. S. C. OLAND, HIS FAMILY
AND ASSOCIATES

STEEN MECHANICAL CONTRACTORS

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HALIFAX

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One of Canada's Largest Mechanical And
Processing Contractors

CONGRATULATIONS

AND

BEST WISHES

TO

OLAND'S
BREWERY LTD.

On the official opening of their multi-million dollar plant.

JOHN A. KENNEDY COMPANY LTD.

ELECTRICAL AND REFRIGERATOR CONTRACTOR

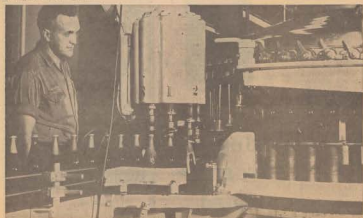
181 Railway Ave.

692-5544

SAINT JOHN, N.B.

Specialized
(Continued From Page 63)

FROM THE WELL LIGHTED administrative offices of the new Oland G. Son Limited brewery in Lancaster to the spotlessly clean production line complex, activities at the site are geared to the high-quality production of the finished consumer product. Above is a view of the main administrative offices of the new plant and below is seen a portion of the new high speed bottling unit.



Modern,
Clean
And

completely automatic water flow into play as bottles are removed with means involving aprons and moved along a conveyor system to be filled, capped, pasteurized and labeled. The unit is capable of bottling 250 gallons or 100 cases per minute. A numbering machine is also used.

Finally, the bottled product is packaged and ready shipment to the brewery new business consists of storing or in transit cases.

The brewery has been in operation since July 14, when it a private company venture. O.G. Oland G. Oland, company president, turned the keys to the machinery this summer.

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Congratulations

to
**OLAND'S
BREWERY LIMITED**

on the completion
of their modern
new Brewery



Recessed Adjoin-A-Lip Dockboards. For new or remodeled docks. Provide full depth or below deck travel and cross traffic.

We were entrusted with the supply of their Dockboards to speed the loading operation of trucks and trailers.

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MASONRY CONTRACTORS



for the new

**OLAND'S BREWERY
LIMITED**

Another fine example of the Art of Masonry created by the craftsmen of Maritime Bricklayers Ltd., who this year celebrate their 100th Anniversary. Maritime Bricklayers Ltd., in cooperation with the architect, engineer, general contractor and other subcontractors, have constructed a "proud new addition" to the industrial community of Lancaster, N.S.

**MARITIME BRICKLAYERS
LTD.**

TRANS-CANADA HIGHWAY AT HANVELL ROAD, FREDERICTON.
BRANCHES IN SAINT JOHN, BATHURST and CHARLOTTETOWN, P.E.I.



The photo above shows the expansive four million dollar building that houses "one of Canada's more popular products. This photo is taken from Simms Street.

**A MODEL
OF
EFFICIENCY**

We congratulate Oland's Brewery on building one of the most modern plants in which our

**MALT MILL & HANDLING
EQUIPMENT**

has been used.

**Buhler Brothers
(Canada) Limited**

President 'Proud To Share In Growth'

The president of Oland and Sons Ltd., Victor Galt Oland of Halifax has issued this statement on opening of the company's Lancaster plant:

"It is with the utmost of pride that I wish to announce the opening of this plant, particularly in the Maritimes. This is no longer true and there are many examples in the last few years to prove as long has the Maritimes are growing ahead, and many, many faster than the rest of Canada — this province, our Central Canada may well be far further to go. What is going on is an exceptional thing in it as an exceptional thing."

"We, at Oland, are happy and proud to participate in

this progress. Some time ago the same was evident here. New Brunswick was about to experience a tremendous upsurge. Naturally we wanted to be a part of it. To that end, seven years ago, I August 1958 we acquired the old Hotel Dalhousie, situated at the corner of Carletonplace and Union Street, and immediately started a major renovation program. It immediately started to produce our own products. It was only a matter of four years it became evident that it was necessary if we were to continue to grow. It was not feasible economically to continue to produce on our existing plant due to the fact that it was a poor site with all the required loca-

tions including in the expansion of our present property in Lancaster.

"An expenditure of almost \$4 million dollars was necessary to provide the most modern and sophisticated brewery in Canada. Although small in comparison to some of the larger breweries in Central Canada, mine has more modern facilities. It is interesting to note that all subcontractors used in the construction of the building were N. B. firms. The only subcontractors made made by the Maritimes Province and were the first ever. This is a very gratifying fact considering our lack of firm, has no experience from Central Canada, let alone the Maritimes

are capable of competing with Upper Canada's firms in their own backyard.

Almost two years have passed since the last having returned to work in a black money day in December 1962. We are pleased and honoured that Premier Louis J. Robichaux and our father, Oland & C. Oland, who officiated at the opening ceremony will again be the principals in the official opening ceremony on September 21st, 1965.

"The growth of the Greater St. John, New Brunswick and the entire Province has undoubtedly over the past few years and we are pleased to share with our fellow citizens in promoting the dignity of this wonderful Maritime Province."



VICTOR GALT OLAND



'We're Progressing With Maritimes'

"The construction of the new growth in the welfare of the four million dollar brewery."

"The policy of our company has always been to buy Maritimes. In buying with such a policy the growth continues. I have and all the contractors. I have been involved in the building now used in New Brunswick. It is not only a matter of technical aspects but it is necessary to be an expert in the use of the present material and engineering had to be done by the industry of the whole technical people called Maritime region has shown in this highly complex trade rapidly over the past few years when are available in years."



By J. K. S. MAXWELL

Mayor Herman W. Haines of Lancaster has extended a brief message of welcome to another new industry located near the Golden Mile in Lancaster.

In making welcoming remarks on the official opening of the new \$4,000,000 brewery of Oland & Son Limited, Mayor Haines thanked to company officials best wishes for a successful plant operation at the Lancaster site.

Mayor Extends Welcome



MAJOR HAINES

we were proud to have supplied the

LABELLING MACHINERY

installed in the newly completed & modern

OLAND'S BREWERY LTD.

LANCASTER NEW BRUNSWICK

"This Electric from Production, together with the installation over 15 miles of electric cables, Oland & Son Limited, has installed the structural steel which will be used in the construction of the building. It is not only a matter of technical aspects but it is necessary to be an expert in the use of the present material and engineering had to be done by the industry of the whole technical people called Maritime region has shown in this highly complex trade rapidly over the past few years when are available in years."

"The growth in our own province has been phenomenal over the past few years. In the last few years with the opening of the new and modern way, each sign of progress which has led to other new buildings and new industries. It is not only a matter of technical aspects but it is necessary to be an expert in the use of the present material and engineering had to be done by the industry of the whole technical people called Maritime region has shown in this highly complex trade rapidly over the past few years when are available in years."

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VICTOR GALT OLAND

"These are but a few of the at the above signs that we are growing up and growing up fast. Our Company is willing to grow up with you and it is our sincere hope that you will allow us to do this."

"Last year at the Brewing, bottling and allied Trade Fair in London, England our report was placed third in the whole of our Commonwealth. Next year, with our new modern facilities we are just to beat. This is the one true source of the product which is the pride of our Province. New Brunswick's reputation as a prime supply agent will be exercising in the years ahead."



As a major supplier of corrugated containers to

OLAND'S BREWERY LIMITED

we take pleasure in welcoming them to

LANCASTER

to

the occasion of the opening of their new brewery in this city

BATHURST CONTAINERS (MARITIMES) LIMITED

LANCASTER, N.B.

Sincere Best Wishes To...

Oland's Brewery Limited

SIMMS ST. LANCASTER, N.B.

on their OFFICIAL OPENING

MARITIME

PAPER PRODUCTS LIMITED

Halifax, Nova Scotia

The "GENUINELY MARITIME" Company, manufacturing corrugated paper, shipping containers, produced from "GENUINELY MARITIME" materials

Olands: A Maritime Firm With Proud History

In 1836, the Oland family came to Saint John, New Brunswick, from England. The firm was founded by John Oland, who was the first to introduce the brewing of beer in the Maritimes. In 1848, the firm was purchased by the Oland family, who have since been managing the business and expanding it to the Maritimes and beyond.



AUTOMATION AND SPECIALIZED SKILLS

add the key in production at the new Oland & Son Limited brewery in Lancaster. Here a large filter is shown preparing the common product for distribution.

Over the years, the Oland family has grown and diversified. The firm has expanded its operations to include the production of a wide range of beverages, including soft drinks and specialty beers. The firm's commitment to quality and innovation has earned it a reputation as a leading brewery in the Maritimes.

The Oland family's involvement in the brewery has been a constant presence. From the early days of brewing to the modern era of automation, the Oland family has played a central role in the firm's success.

In 1965, the Oland family celebrated another milestone in the firm's history. The new Oland & Son Limited brewery in Lancaster, New Brunswick, was officially opened. This state-of-the-art facility represents the firm's commitment to modernization and growth.

The new brewery is a testament to the Oland family's vision and leadership. It features advanced brewing equipment and specialized skills, ensuring the highest quality of products for consumers.

Over the years, the Oland family has built a strong foundation for the firm's future. The firm's dedication to excellence and its commitment to the community have made it a beloved institution in the Maritimes.

The Oland family's proud history continues to inspire the current generation of Oland family members. They are committed to upholding the firm's traditions while embracing modern technology and innovation.

The Oland family's involvement in the brewery is a source of pride and honor. Their leadership and vision have shaped the firm's identity and success over the years.

The Oland family's commitment to quality and innovation is a key factor in the firm's success. Their dedication to excellence has earned them a reputation as a leading brewery in the Maritimes.

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CONGRATULATIONS

to
OLAND'S BREWERY LIMITED
SIMMS STREET LANCASTER, N.B.

On Their Official Opening
EMERSON - FISHER
81 CANTERBURY ST. SAINT JOHN, N.B.

Congratulations and best wishes to . . .

OLAND'S BREWERY LIMITED
SIMMS ST. LANCASTER N.B.

on the opening of their new ultra-modern plant

J. & E. HALL CANADA LIMITED
3415 ST. JAMES ST. WEST MONTREAL

JOHN SEARLE AGENTS LTD.

Wish to Congratulate **OLAND'S BREWERY LTD.**

On the opening of their ultra-modern plant and offices in Lancaster, N.B.



One of a large variety of executive suites on display in our new showroom at 53 Dock Street.

We were pleased to supply **FURNITURE** for executive and general offices, cafeteria, laboratory and lounge.

We provide complete layout and design services

John Searle agencies Ltd.
53 DOCK ST. SAINT JOHN, N.B. 693-2467

Congratulations To Oland's Brewery Ltd. On The Launching Of Their New Plant



THE MOST MODERN BREWERY INSTALLATION IN CANADA.

Oland's Fine Quality Products Are Protected With The Maritimes Finest Packaging

As A Leading Manufacturer In The Maritimes Of Brewery Packaging, Hinde & Dauch, Division of Dmtar Packaging Ltd., Is Proud To Be Suppliers Of Corrugated Shipping Boxes For Oland's Brewery Limited.

HINDE & DAUCH

A DIVISION OF DOMTAR PACKAGING LIMITED
AUTHORITY ON PACKAGING **DOMTAR**



AN AWARD PRESENTATION — A bronze medal for distinction in the brewing industry was presented to Oland Brewery Limited following the bi-annual British Commonwealth Bottled Beer Competition.

Shown above, Colonel Sidney C. Oland (left), board chairman of Oland's Brewery Limited and J. K. S. Manuel, general manager of the Lancaster Brewery, are seen presenting the award to F. Sidney Williams, brewmaster of the Lancaster plant. The award was presented in March while the company was operating at its former Carmarthen Street location.

The bronze medal was awarded to Oland's Export Ale by the Trades' Markets and Exhibitions Limited of London, England. Mr. Williams captured the same award in the same competition in 1950.

The prize, one of two won this year by Canadian Breweries, was awarded by a panel of experts, from over hundreds of Commonwealth entries.

It is one of six awards won by Keith's and Oland's products in the last 10 years.

Competition was held in conjunction with the Brewing Bottling and Allied Trades Exhibition in England.



The City of Lancaster
extends sincere Congratulations
to the Officials of
OLAND'S BREWERY
LIMITED

On the formal opening of
their four million dollar plant

It is certainly gratifying to all citizens to have this further expression of confidence in the growth and development of this City. The new Oland's Brewery joins an ever-growing list of national and local manufacturers who are locating in the City of Lancaster which provides all facilities necessary for new industry.

Established overlooking the Golden Mile, the Oland's Plant is developing another area of Lancaster and points out the choice locations that are available in this City for the establishment of industry.

Industrial leaders can be assured of full co-operation and a sympathetic understanding of their problems when they locate their business outlets in the City of Lancaster, one of the most highly industrialized communities in the Atlantic Provinces.



Congratulations
and Best Wishes

to
**OLAND'S
BREWERY LTD.**

SIMMS ST. LANCASTER, N.B.

We are proud to have supplied
and installed the:

- Ceramic Tile
- and
- Quarry Tile
- Brick Flooring

On their official opening

**Saint John Tile
& Terrazzo Co. Ltd.**

1190 Fairville Blvd. 55-57 Queen St.
LANCASTER, N.B. MONCTON, N.B.
672-2020 392-1724

Congratulations to
Oland's Brewery Limited
SIMMS ST. LANCASTER, N.B.
on the official opening of their new
multi-million dollar brewery.
BROSSARD WALL
COVERING SPECIALISTS
4145 PAPINEAU ST. MONTREAL

Congratulations to
OLAND'S BREWERY LTD.
on their fine new
building in Lancaster
Atherton Business Machines
suppliers of
Olympia Typewriters & 3M Dry Copiers.

The City of Lancaster



Brewing--Automated But Highly Skilled

The expansion of the big house of the light-automated New Oland's Limited Brewery here late noon for good work, according to the man responsible for the building of beer and ale at the new plant.

It is Master Brewer, R. Harvey Williams, who states that the basic operations required for a brewery operation are a cool head and an expert's skills.

Working on his 35 years of experience in the brewing industry, the master brewer, adds that the success of any beer and ale making operation depends on exacting measures and constant testing procedures.

Using a wide variety of scientific instruments, Mr. Williams said, performs his exacting duties to ensure the best production and makes the



R. HARVEY WILLIAMS, Master Brewer at Oland's Brewery, said that the success of any beer and ale making operation depends on exacting measures and constant testing procedures.

quality product is made in the house of taste. The vast knowledge and experience and the long, developed sense of taste, however, cannot be taught. The man responsible for the basic operation and control of the beer and ale production is called a brewer.

Simple operations of the production are carried daily by the brew team and computer controls to make the best quality product.

Mr. Williams' choice of quality lies in the selection of the production of each vat of product from the ground to the mill grain, and the primary basic ingredients of the large water used in the process of the brewing and in the time the brewed product is left in the container before ready for distribution. He noted that the computer has a wide range of options for each condition, as it is completed.

It is a very complex scientific problem to duplicate the specific yeast which gives a particular brand of beer or ale its own distinctive flavor.

"If our yeast is developed, it means a new formula must be drawn in to refrigerated conditions for storage. It is expensive and time consuming process. We have been well employed about every five years," he said.

Mr. Williams served an apprenticeship of seven years under an experienced brewmaster, acquiring the basic qualifications at the Oland Brewing Institute in Chicago.

For his innovation skills, he is an active fisherman and a former amateur golfer.

The Modern Twist To An Ancient Art

Congratulations
from

BEDARD BGI GIRARD

MONTRÉAL MONTREAL TORONTO
QUÉBEC OTTAWA VANCOUVER
SAINT JOHN

Electrical installations,
Machinery installation and process piping,
Switchgear and switchboards,
Motors and generators up to 700 H.P.,
Communication systems,
Master clock systems.

Congratulations to
Oland's Brewery Limited
LANCASTER

On this, their official opening of their new multi-million brewery . . .

We are proud to have played an active role in the construction of this new plant.

E. S. STEPHENSON & CO. LTD.
Mechanical & Electrical Engineers and Sale Agents
15 DOCK ST. 693-1255 SAINT JOHN, N.B.

Best Wishes to
OLAND'S BREWERY LIMITED
On their official opening

We were proud to have done this

LANDSCAPING
to beautify the grounds surrounding this beautiful building

MARITIME GARDENERS Limited
150 UNION STREET SAINT JOHN, N.B.
Phone 693-9977

From Sod Turning ... To Ribbon Cutting
HARVEY STUDIOS
Photographed it all!

WE EXTEND
Congratulations TO
OLAND'S BREWERY LTD.
On their official opening
HARVEY STUDIOS LTD.
GERMAIN ST., SAINT JOHN, N.B. 693-2588

IRVING OIL

EXTENDS
CONGRATULATIONS
AND
BEST WISHES
TO
OLAND'S BREWERY LIMITED

IRVING

caps off!

Canadian Pacific

to Oland's Brewery

WAGON TRAINS / RAILROADS / TRUCKS / AIRCRAFT / FREIGHTS
WORLD'S MOST COMPLETE TRANSPORTATION SYSTEM

THE NEW OLAND'S BREWERY

incorporates
the latest . . .

TECHNOLOGICAL DEVELOPMENTS



Large copper kettle with 7,500 gallon capacity.



Portion of brewhouse automatic control panel.



Stainless steel beer cooler with automatic grate control panel in background.



Closed Schaefer fermentors with automatic temperature control.



Modern Export ale fermenting room.



Fermenting foam automatic temperature controls.



No. 4 storage cifter. Eleven glass lined tanks with a capacity of 15,000 gallons each.



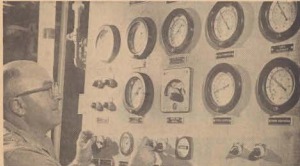
Modern carbonating room showing stainless steel beer lines with pin-point carbonator in background.



Bottle Shop showing Jagonberg Labellers in foreground. On left, Barry Watson Miller bottle washer and background, the double deck pasteurizer.



Modern Laboratory for quality control.



Liquid CO2 control panel with Chief Engineer, James Keith, at the panel.

OLAND'S BREWERY LIMITED