A Great Name in Western Brewing

Comes to British Columbia

For two-thirds of a century the quality products of the Calgary Brewing & Malting Company Limited have been among the most popular symbols of Western hospitality. And during this same period our Company has been privileged to contribute in many other ways to the life and prosperity of Western Canada.

We are proud, therefore, to announce that two well-known British Columbia firms – the Caribou Brewing Company and Princeton Brewing Company together with some seven hundred British Columbia shareholders – have now amalgamated under our control.

This amalgamation means that Caribou and Princeton beers will henceforth be guaranteed by the entire brewing resources and experience of Calgary Brewing.

The reputation enjoyed by our products is based upon two-thirds of a century of brewing experience and upon an exacting system of quality control carried out in the most advanced testing laboratories operated by any Canadian brewery.

The benefits resulting from this meticulous standard of production are now available to purchasers of "High Life", "Cariboo", "Royal Export" and "Old Dublin Ale" throughout British Columbia.

Today, the common interests of British Columbia and Alberta are rapidly multiplying. The personal and business bonds between our two great Provinces grow steadily stronger.

As a major Western industry, the Calgary Brewing & Malting Company Ltd. will strive to play its own full part in this consolidation of the Western Canadian economy. In particular, through our purchases and payrolls, we now look forward to making a worthwhile contribution to the prosperity and progress of British Columbia.

Good neighborliness and hospitality are the characteristics of Western living. It is in this spirit that we introduce to British Columbia our well-known trademark and all that it signifies.

CALGARY BREWING & MALTING CO. LTD.

and its British Columbia associate

CARIBOU BREWING COMPANY LTD.

Breweries — Prince George and Princeton

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