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A new business enterprise in Winnipeg is The British Beer Breweries Limited, which was incorporated about four months ago in Manitoba for the purpose of acquiring the sole right of purchase and use in the provinces of Manitoba, Saskatchewan and Alberta, of Hobson's concentrate for a period of forty years. Hobson's concentrate is manufactured in London from the very best English malt and hops by a new and improved process. From the concentrate it is claimed that a much purer and more wholesome ale, stout, and lager beer can be obtained than has been possible under the old process. This claim is supported by the fact that the concentrate is shipped in sealed cans and received in as perfect condition as when first made, whereas the large quantity of malt used in this country, and which is imported from Germany, deteriorates with shipping, with the result that it is claimed to be impossible to procure a good, wholesome, pure beer as the result of its use here. It is also claimed in support that Hobson's process renders the concentrate free from tannic acid, which is a very deleterious substance. In the old process of the extracting of hops, large quantities of this acid were also extracted from the hop leaf, and went into the finished product. This it has long been the aim of brewers to avert.

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BAND EVERY EVENING

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The company has but recently begun the manufacture of ale and stout in temporary premises on Nena street, near William avenue. As soon as spring permits they will build a suitable brewery and equip it with thoroughly up-to-date machinery. The site has not been finally arranged for but will likely be on Portage avenue in the neighborhood of Langside or Sherbrooke streets. The company have a charter capitalizing them at \$50,000. In addition to the manufacture of ale, stout and lager beer from Hobson's concentrate, the company have also taken powers in their charter to put up and sell all kinds of aerated waters, and carry on the business of malsters, brewers and bottlers. The officers of the company are as follows: President, J. E. Playford; vice-president, H. W. A. Johnson; secretary, R. J. Bush; treasurer, J. H. Martin. The provisional directors are: H. W. Johnson, J. E. Playford, and R. J. Bush; solicitors, Munro & West.

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A NEAT RETORT

Senator— was contradicting a certain statement.

"Though this is a firm contradiction," he said, "I want it to be a pleasant and polite one. It is not necessary, when men tell falsehoods, to call them liars and club them over the head. Their error can be pointed out in neater and more graceful ways.

"For instance:

"In a small town in Indiana a group of drummers were assembled. They sat in the reading room of the country hotel. On the flimsy hotel paper they had finished writing to their firms with the lumpy ink and the rusted pens which the hotel management provided, and now, with newspaper reading and desultory talk, they whiled away the tedious evening.

"A young drummer in a red tie took the cigarette from his mouth and said: "Well, my day's sales here reached \$5,000. Not bad for a small town, eh?"

"An elderly drummer looked up from his newspaper and said quietly: "Not bad at all. It is wonderful what one can sometimes do in these little places. On my last trip here my commissions came to just what you say your sales did."

"The young man reddened.

"This isn't a lying competition," he said gruffly.

"Oh, excuse me," said the other. "I thought it was."

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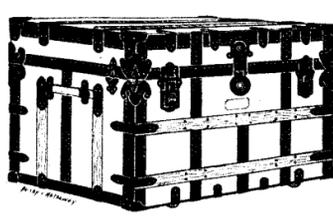
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