



the Strathcona Plaindealer

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FALL 85

FEATURING: W.H. Sheppard: Beer Baron

The Purple Label

The Story of New Edmonton Breweries' Barnstorming Biplane

Graham Bell

As the name of W. H. Sheppard's most famous brand name beer, Purple Label became the name of an airplane that travelled across Western Canada, barnstorming to promote New Edmonton Breweries' beer. Purple Label beer was a renowned stout, a rich, dark brew; its namesake, a 1927 Stinson Detroiter biplane, was purchased by Sheppard's business partner Emil Sick.

New Edmonton Breweries incorporated the image of the speedy looking biplane into their advertising. A painting of the aircraft decorated their calendar for 1928. The company printed pictures of the aircraft on the labels of Purple Label beer and drawings of the biplane were included in newspaper advertisements for the stout. The advertising artists played on the biplane's graceful, racy look. And, indeed, in an age when aircraft often looked like clumsy machines devoid of grace, the pointed nose of the Stinson Detroiter and its fully enclosed cabin gave this aircraft a sleek, speedy appearance.

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Photo - Rob McDonald

CHRISTMAS MARKET

In Old Strathcona

Now an established festive tradition, Old Strathcona's Christmas Market will be held this year in the auditorium of the Strathcona Baptist Church at 104 Street and 84 Avenue. The market stalls will feature numerous arts and crafts, produce, baked goods and many more answers to those Christmas gift decisions - all surrounded by sparkling decorations and the sound of Christmas carols. So mark your calendar for Saturdays November 30, December 7, 14 and 21, from 10 AM to 3 PM.

Illustration by Time-Life Books



STINSON SB-1 DETROITER (1925)
is similar to the Purple Label which
was not, however, equipped with skis.

"Eventually, The Purple Label's Luck Ran Out."

Continued from page 1.

Advertising slogans also associated the beer with flying. One slogan proclaimed, "Purple Label Brand Beer Soars Its Way Into Public Approval By Sheer Quality Good-Will". Purple Label was said to be, "Above Them All", and "The Ace of Beers, Always on Top". In the era of Charles Lindbergh and Amelia Earhart, when flying exploits still made daily news, the Stinson-Detroit biplane was an exciting image to associate with the company's top product, Purple Label, "The Crowning Brew".

The Detroit was the creation of an eccentric American aviation genius named Eddie Stinson. Stinson had the reputation of being a public drunk who was even slandered by his own mother who publicly accused Eddie, quite unfairly, of neglect. However, despite this unsavory public image, Eddie Stinson won the confidence of Detroit financial backers for his ingenious aircraft designs.

His 1927 Detroit biplane boasted several innovative design features, including an enclosed cabin and cabin heater - two features of special appeal to customers in Alberta - and wheel brakes and an electric starter. In its class, the Stinson-Detroit was an exciting and innovative flying machine, worthy to be associated with Alberta's top brand name beer.

If the aircraft was famous in its own right, so too were some of its pilots. In particular, there was Fred McCall, a World War I veteran and Canada's sixth top fighter ace with thirty-six kills to his credit. In another aircraft, McCall had once crash landed on top of a merry-go-round at the Calgary exhibition because he couldn't find any other uncrowded spot

to land the faltering machine! This legendary Calgarian became associated with New Edmonton Breweries and its barnstorming biplane.

They toured Western Canada, pioneering barnstorming as a promotional activity. As well as being used for publicity, the aircraft also took brewery

executives, including W. H. Sheppard, on business trips. The Purple Label flew out of Edmonton to Prince Albert, Regina, Medicine Hat and Lethbridge. No doubt the aircraft often graced the skies above Strathcona, perhaps even dropping down and landing on nearby fields.

As well as being used for advertising and personal transport, The Purple Label sometimes carried small loads of freight. Its most dangerous cargo was probably nitro glycerine, transported from Montana to Calgary for use in Alberta's early oil industry. On one such trip, the aircraft and its pilot had a narrow escape from disaster. Fred McCall and The Purple Label had been considerably slowed-up by strong head winds. After landing and unloading the explosives, a colleague of the pilot, Archie McCullen attempted to taxi the aircraft to a hanger, but the engine sputtered to a stop, out of gas. The Purple Label had been only a few seconds short of running out of fuel in mid-air while still carrying its cargo of high explosives.

During another trip, Archie McCullen was forced to repair the plane's undercarriage with an old bedstead, sapling and haywire. Just before another flight, Archie discovered that the aircraft's linen wing support had been eaten away by field mice and the machine had to be shipped to Calgary for repairs.

Eventually, The Purple Label's luck ran out. Fred McCall crashed the aircraft into a field near Calgary. McCall survived the impact, but the Purple Label was beyond repair, ending New Edmonton Breweries' brief romance with aviation.



ALWAYS ON TOP

The
Purple BRAND
Label BEER

Soars Its Way Into Public Approval
By Sheer Quality Good-Will

Service Phones 4251 - 1376

New Edmonton Breweries
LIMITED

The speedy looking biplane accompanied Purple Label beer everywhere.



ERRATA

With embarrassing regularity, we get letters and phone calls from readers informing us that certain "facts" we print are at odds with reality. While some discrepancies are a matter of opinion, we will bow to those with more particular experience. Some of our research is based on no more than an interview and a few cursory checks of dates and spelling. Other stories are hard fought expeditions into time and our writers will hold their ground until proven otherwise. But in those instances where a slip of the pen contrives to change history, let us correct ourselves in this regular column. We encourage our readers to keep us in line. Strathcona history is muddy enough without the Plaindealer stirring things up.

A Reluctant First Lady (Summer 1985)

Cecil Rutherford was Hazel's older brother, by three years. A younger sister, born in South Edmonton, died in infancy. The Rutherfords probably left Ontario with Edmonton in mind and were not likely on their way to Vancouver as stated. The dry prairie climate was sought for relief of A. C.'s respiratory ailments and Strathcona Baptist pastor "Pioneer" McDonald encouraged them to come here. The house they had built on arriving was very simple at first and it was only with four successive additions that it took on the splendour one can witness today at Fort Edmonton.

A New Role for Old King Edward (Summer 1985)

Due to a delay in publishing, the facts in this story became dated. King Edward elementary school has been reborn in the former junior high building across the street.

The Plaindealer Production Team

The Strathcona Plaindealer is the quarterly historical publication of the Old Strathcona Foundation. It is distributed free of charge to homes and businesses within the Old Strathcona Heritage Conservation Area on the south side of Edmonton.

Editor Rob McDonald

Writers/Researchers	Christina Andreychuk	Elly DeJongh
	Avery Ascher	Jean McKenzie
	Graham Bell	Milt Milley
	D. Kim Christie-Milley	Marilyn Roberts
	Jean Crozier	Michael Tilleard
	Donna Dansereau	

Typesetting and Graphic Layout..... Jane Stampe

OSF Board Representative..... Judy Berghofer

Historical Consultant..... John Gilpin

Printer..... Henry Neri
of Pioneer Press

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The Plaindealer would like to thank the following for their extraordinary support of the Old Strathcona Foundation:

Betty Griffith
Mr. and Mrs. D.L. Little
Athabasca University

Volunteers - We All Benefit

The Canadian Red Cross Society is actively seeking volunteers to assist the Blood Donor Recruitment Department. This very important department requires many new volunteers to help contact regular blood donors. Of all the donors that passed through our doors in September,

59% of them were directly contacted by this department. But even with these excellent results the Red Cross was unable to collect enough blood to meet the needs of the 93 hospitals supplied and was forced to call a minor appeal.

To assist us in this regard we are asking for mature persons to step forward and contribute three to four hours per week one shift. If you wish to lend a hand so that we can ALL BENEFIT, please contact Steve Natran at 431-0202 anytime from 1 PM to 9 PM Monday to Thursday or drop by our office at 8249 - 114 Street from 9 AM to 4 PM Monday to Friday.



WHO WAS WILLIAM SHEPPARD?

Milt Milley

between railways and hotels suggested an even better business venture, and in 1891 he entered the hotel business in Canmore and West MacLeod.

It was while thus employed that he married Annie Elizabeth Lowe in Canmore on April 13, 1892.

By now William Sheppard was showing the entrepreneurial spirit which characterized the man. With the little hamlet of South Edmonton growing by leaps and bounds, William decided that hotel owners there had a brighter future, so he packed his bags in 1894 and left MacLeod in search of greener pastures. The *South Edmonton News* marked the Sheppards' arrival and William's new hotel venture by noting "The Hotel Raymond is now open. The travelling public can find no better accommodation west of Winnipeg, and this hotel is first-class in every particular. Mr. W. H. Sheppard, late of MacLeod, has a good reputation as a live, accommodating individual, and there is not doubt but he will prosper in this rapidly growing town of South Edmonton."

Prosper he did.

Within three years he was noted as being a provisional director of the Star Mining Co., and about this time he bought into the Yellowhead Brewery, a move which led to his strong commitment to, and association with, the brewing industry in (what was to become) Alberta. While his mining interests were not highly successful, nor his brewing interests immediately profitable, his success as a hotelier allowed him the freedom to speculate in insurance and in real estate as well. Recognized as being a disciplined businessman and a man of strong moral fibre, William Sheppard was elected to the new town council in 1899. Typically, his diary notation for the election day notes those who were elected, with the exception of himself. To him, it was not worth mentioning.

This tough-minded businessman now brought his own influence to the politics of the Town of Strathcona. When proposals that he supported were rejected by council, Sheppard persevered. His opinion of his fellow Councillors' decision making is reflected in his diary entry of May 9, 1901, "Thursday. At the council meeting tonight McIntyre & McLean moved that their motion of last Tuesday to put electric light bylaw before the people again, be rescinded (sic). The motion carried. Then a motion to consider Jackson Bros. proposition was put & carried without dissent. *Those fellows are easy.*"

The Sheppard family was now beginning to grow, albeit not without personal tragedy. The Sheppard's first child was only two and a half years old when he died. But shortly after young Willy's death, Annie gave birth to another son, Tom, in September of 1900. Of this son William Sheppard once wrote in exasperation, "Advanced to TL Sheppard 250.00 & advertised him that he is a fool & a grafter."

But despite such criticisms, and despite his image as an



A.N. Sheppard Collection

Painting of W.H. Sheppard.

While it's probably a mistake, you won't find the word **daring** in any account of William Sheppard's life. Yet this one word best sums up his attitude to life. Whether as a business entrepreneur, a politician, or as a family man, William H. Sheppard loved to take risks and appreciated those who did the same.

At the age of 15 William left his parents' farm (and his four sisters) in Markerville, Ontario, to search for employment in the western United States. The west was still largely Indian territory in 1877 and Strathcona not yet a dream, but while William worked the rails in the U. S., the Northwest Territories in Canada was evolving. And as the railway turned north from Calgary in 1891, so too did William Sheppard.

While working with his hands was not something that he avoided, his quick grasp of business opportunities made him realize that working the rails in Canada was not where the money was. William therefore began his new life in the Territories by working as a building contractor in the Banff, Canmore and Anthracite areas. But the close relationship



William Sheppard

authoritarian husband/father (who expected his supper on the table at whatever hour he returned home), William Sheppard did care for those closest to him, as numerous diary accounts of his children's illnesses show. An example of how strong his family devotion went is recounted by Tom's son, Tony Sheppard. At supper one evening a young Tom Sheppard tried to hide his hands under the table after having received a strapping from his teacher, Ross Sheppard (no relation). On ordering his son to show his hands, William Sheppard was infuriated by the incident, so much so that "Ross Sheppard almost lost more than just his job!"



Mrs. Daisy Barker Collection

The family on June 2, 1939, in the west yard of Sheppard House (Young Tony is in father Tom's lap in the foreground).



Mrs. Daisy Barker Collection

"Dad and Mrs. Tipton", at the Gull Lake Cabin.

Four more children were added to the Sheppard clan over the years: another son Henry (Harry), and five daughters, Irene (Corey), Elsie (Nitzer/Morrison), Tillie (Oldrey), Vivian (Dewar/Rogers), and Anne (Truth). Although all are now deceased, Tillie died only this past August.

As for William Sheppard, he predeceased his wife by eight years, at home on November 24, 1944, at the age of 82. He left behind a legacy in the brewing industry, in real estate, and in insurance. He also left a family that continues to dare and take risks - like Tony Sheppard who started his own insurance company in 1979, and who is now senior vice-president and director of Sedgwick Inc. And Tony's son, Grant, who is now venturing into a partnership in an autobody repair shop. In a very real sense the legacy continues.

But really the spirit behind the Sheppard lineage, just look at William Sheppard's eyes in any closeup photo and think about this entry in his diary in 1905. You'll know then why he was so successful in all that he did: "Had wonderful session at bridge. Had all other players vexed & sometimes whole three jumping on me at same time, lots of fun & they did not seem to realize that I was being entertained."

"Modern Accommodations... first class throughout." (1909)

THE SHEPPARD BLOCK

Kim Christie-Milley

The sign painted on the side of the building was perhaps its most visible characteristic. But the "Maple Leaf Rooms" advertisement has been lost to history with an application of fresh green paint.

To those familiar with Whyte Avenue, the name **Sheppard Block** will identify the building in question. To those with only a passing knowledge of the area, it's the new home of **Antiquarian Books**, between the Strathcona Hotel and the old Bank of Commerce (now Principal Trust) building just east of 103 Street.

Perhaps the least ornate of Whyte Avenue's historic buildings, this 76 year old structure was once declared to "be one of the finest in the two cities in the matter of modern accommodations and the finishing is first class throughout". (Strathcona Plaindealer, September 17, 1909). Of course there weren't a lot of brick buildings on Whyte with which to compare the new Sheppard Block; the Scona and Dominion Hotels were both of wood frame, and the Commercial Hotel had not yet been built. Not surprisingly then, Alderman Sheppard's enterprise was something which the Plaindealer could rally behind.

In Edmonton however, the press was more eager to deflate Strathcona's boosterism with reports on the delays Sheppard was experiencing. For example, on May 5, 1909, the Strathcona Plaindealer proudly noted "The excavations for the Sheppard block are

being pushed forward rapidly." Eighteen days later, the **Edmonton Bulletin** responded with, "The cellar walls of the new Sheppard block have caved in as a result of the recent rains." A week later the **Bulletin** followed up by noting, "For several days the work on the foundations for the Sheppard block has been delayed through the fact that the building of the Bank of Commerce was placed apparently several inches on the property of Alderman Sheppard..."

Despite the delays, the building was completed and served Strathcona as an office block with a commercial floor at street level. William Sheppard's non-brewery businesses, the real estate and insurance agencies, were quartered in the Sheppard block. But over the years the prestige of this simple but stout structure declined as the office spaces were turned over to housekeeping rooms and the store front hosted a succession of shops, most recently a rather eclectic second

hand store.

Last summer the decline was halted as the Old Strathcona Foundation helped to renovate the facades of Whyte Avenue's historic buildings under the Building Front Improvement Program. The Sheppard Block's brick, was cleaned and repointed, windows were stripped, recaulked, and painted and a replica storefront was constructed of the kind common to such period buildings. The new main floor tenant is the aforementioned **Antiquarian Books**. The upper floors offer affordable housing to some of Strathcona's older folk. This is essential, convenient accommodation often forgotten in the rush to "gentrify" an old neighbourhood.

While unfortunately the name "Sheppard Block" was covered over during the recent renovations, passers-by should remember its builder's contributions to our old town, Strathcona.



Photo - Rob McDonald

The Sheppard Block with its multi-paned header over the storefront.



OSF Offices are on the second floor of the Strathcona Library, 84 Avenue and 104 Street.

City Renews Agreement with the Old Strathcona Foundation

On Tuesday November 26, Edmonton City council voted to support the continued effective operation of the Old Strathcona Foundation for another ten years, through to 1995. They approved a maximum operating grant of \$100,000 per year for the first five years, subject to annual budget approvals. This agreement assures the survival of the Foundation so that it may flourish and serve the historic community that it has fought so hard to save.

Our immediate concern is to finish the exterior of the Dominion Hotel Building for our very patient tenant, Athabasca University. Also we must work hard with the city's Real Estate and Supply Services to sell or lease the Ritchie Mill. The Foundation's bylaws and membership structure are being reviewed and will form the basis of an ammended operating mandate.

Of great relief to the Old Strathcona Foundation is the city's forgiveness of about \$135,000 in liabilities which have burdened our operation through the last few years. The removal of this combination of taxes, rents and development levies will now allow us to get back to the hopes and goals we harbour for Old Strathcona.

OSF ACTION PLAN: 1985 to 1990

The board of directors of the Old Strathcona Foundation has recently developed an Action Plan for the next five years. It's something of a "Wish List" and compiles some of the hopes for Old Strathcona that the Foundation has held for some time. The plan is by no means complete and it is presented only to inform the community of the purposes we want to serve in the near future.

Building and Construction

We will continue to assist in the rehabilitation of historic Strathcona buildings and to influence design and development within the area. One of our goals is to help to recycle the Strathcona Bus Barns for a positive community use.

Public and Open Spaces

Strathcona is dotted with "blank" spaces that the Foundation would like to help be put to good use. The spaces beside the

Commercial Hotel and in front of the CP Railway Station and various boulevards and medians can be improved. Established public gathering places such as 83 Avenue (site of the Fringe Street Dance) and the Library Park should be upgraded to invite further usage. And finally, the great gap in Strathcona, the former railway property between 102 and 103 Streets begs for development as pioneered by our Strathcona Farmers' Market the past two years.

The Princess Theatre

Our very successful repertory theatre will continue to serve Edmonton with the finest of movies. Plans are afoot to make more use of the building itself. The basement now comfortably houses the Princess' administrative offices and may soon be home to a new theatre social club. The upper floor, now abandoned, is also being assessed for redevelopment

Programs

Heightening the image of the Old Strathcona area and essential to the establishment of the rapport that the Foundation enjoys with the community, our public programs have been well received. Whether cooperating with merchants and building owners in the Building Front Improvement Program, or renting tables to market gardeners and crafts people at the Farmers' Market, we are encouraging direct involvement and participation in the area's renaissance. Those involved gain a sense of achievement and commitment to Old Strathcona.

Community

Old Strathcona is very much a neighbourhood community as well as a significant historical area of the city. The residents of the area are directly affected by the activities of the Foundation and by the changes that are brought about through its activities. It is therefore

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OSF ACTION PLAN: 1985 - 1990

Continued from page 7.

understandable that there is strong representation and influence from the community through its special interest groups.

Since the area offers considerable opportunity for more intense utilization of existing buildings and land, it is critical that the concerns and input of the community be recognized by the Foundation.

We have the particular ability to generate public and government support for inner city problems and can act in the interest of the business component of the area in a fashion not unlike the role of management in a suburban shopping centre.

The Old Strathcona area is generally recognized and accepted as being unique and special to Edmonton. The pressures applied to the area as a consequence of its inner city location require the particular focus that only an organization like the Old Strathcona Foundation can provide. Without that focus, those who would change the area for purely self serving reasons would surely succeed.

The Sheppards of Holy Trinity

Jean McKenzie

In 1983, to celebrate the 90th anniversary of the parish of Holy Trinity Anglican Church, Rector Thomas Leadbeater D.D. began "The Windows" book. It beautifully describes each of the fourteen splendid memorial stained glass windows which were erected through the years since the church was officially opened in 1913. These rich mosaics of sunny colour and Christian narrative cause one to reflect upon the family histories of members who were active even before the completion of the present building. The Sheppards were one of the church's early member families.

William and Annie Sheppard moved to Strathcona in 1894 and soon joined Holy Trinity. Mrs. Sheppard was a dedicated, energetic church worker. Her

husband gave steadily and at times generously to support the financial needs of Holy Trinity parish and church. Perceiving the benefits for his sons and other active, intelligent boys, he was among those who encouraged the formation of the "First Strathcona Scouts Group", officially in 1911. They became the Edmonton Sixth after amalgamation in 1912 and are today the oldest active Scouters in Alberta. Their 75th Anniversary Reunion is planned at the church on the weekend of May 17, 1986. (Further details on the celebration can be obtained by writing William Dick at Holy Trinity Church 10037 - 84 Ave. T6E 2G6).

The Sheppards celebrated their golden wedding anniversary in 1942. William died two years later and Winston Nainby officiated at the funeral service of Holy Trinity. Notable among the well-known pallbearers were Wesley McKernan, Colonel E. C. Jamieson and Lt. Gov. J. J. Bowen. William and Annie Sheppard are buried at Mount Pleasant cemetery.

Refer to Plaindealer Spring '84 Volume VII Issue 2 "The Basement Church of Old Strathcona" by Milt Milley.

"Leaving Camp - 1914"



Mrs. Daisy Barker Collection

A very sporty looking Sheppard family and friends bundle into massive 1912 Russel Torpedo at their summer house at Gull Lake.

W.H. Sheppard was fond of things automotive. He's remembered for always driving a late model car, although it was perhaps more due to his propensity for collisions than to a desire to be fashionable. His daughter-in-law, Mrs. Daisy Barker, widow of Tom Sheppard, remembers he kept

may boats at the lake property. Of particular note was a huge, twenty passenger Launch with an inboard motor for which W.H. paid \$2000 in the 1920's. The Strathcona Plaindealer team would like to thank Mrs. Barker and her son Tony Sheppard for their enthusiastic help in assembling this special issue.



Business RAN City Hall

Jean E. Crozier and Donna Dansereau

"To be a village or not to be a village," was a question that invoked frequent and intense debate for the residents of the Strathcona community. The year was 1898, Alberta was not yet a province, and the Territorial Government intervened by posting a proclamation in which it threatened to incorporate the settlement as a village. When the dust had finally settled, Strathcona has become a Town rather than a Village, and the Town Council was destined to be the single most driving force in the community for several years. It would be even more important, in fact, than the railway. And a very prominent person on that somewhat unique town council was W. H. Sheppard, hotelier, entrepreneur, businessman.

Sheppard was one of the six men elected to serve on the first town council, under Mayor Thomas Bennett. Seven hundred votes were cast in that first election; each one undoubtedly preceded by much thought and likely also a great deal of debate. The new council had the authority to implement public works previously unknown to the community. Under the Ordinance of incorporation, the Town Council's authority extended to the appointment of police and public health officers; licensing of gaming tables, shows, businesses, pawnshops, and 'scavengers'. The council could also establish public markets, scales, and animal pounds. Now, those activities could and did extend into almost every aspect of the Strathconans' life, which may well explain why the 1899 Town Council consisted primarily of businessmen. The new mayor saw incorporation as the way to promote the town's interests -- and who was better

qualified to do that than Sheppard and the five other local businessmen elected to Council?

William Sheppard had been a Strathcona resident for five years prior to 1899. He operated the Raymond Hotel, then the Strathcona Hotel; at the same time, he sat as a member of the Edmonton Brewing and Malting Co.'s Board of Directors. Sheppard clearly enjoyed extending his business acumen to Council affairs -- he successfully ran for Council again in 1901, 1902, 1904, 1908 and 1909. And in 1906 he contested and won the mayor's chair.

In most towns, the ratepayers initiate or instigate major changes. Not so, however, with the switch to city from town status in Strathcona. That change was initiated by the Strathcona Town Council -- and W. H. Sheppard, as mayor, was the Council's leader. The population by 1907 was up to 2500, and municipal administration was getting cumbersome. To resolve that problem, the Council developed a system of commissioners and wards, and included that plan in the petition for a City Charter.

William Sheppard continued to sit on City Council after incorporation. He was a member of the committee charged by Council in 1910 with investigating all aspects of the proposed amalgamation with Edmonton. The other committee members are well known men also, and included the Hon. A. C. Rutherford, Dr. Henry Marshall Tory, ex-Mayor Duggan, John Walter, R. A. Hulbert, and Mayor Davies. As a result of the committee's findings, a plebiscite was held to determine voter direction on the amalgamation question. On September 21, 1911, 518 pro-amalgamation votes were cast, as to 178 con votes. Formal amalgamation took place on February 1, 1912.

After amalgamation, William Sheppard stepped aside from municipal politics, but remained politically active in the Liberal party. Throughout the years of his municipal activity, Sheppard successfully led the community toward economic viability. His long term efforts may have been thwarted by the actions of the railways, and the subsequent need to amalgamate with the City's northern neighbour, but he will always be remembered in Strathcona as a politically astute leader, and as a businessman par excellence.



Mrs. Daisy Barker Collection

Tom Sheppard gets behind the wheel of a 1915 Cadillac.

Prowlers Chose the Wrong House - Sheppard House



Judy and Des Berghofer Collection

Rob McDonald

This August, two misguided crooks were chased out of the Sheppard house by its present owners, Des and Judy Berghofer. While unfortunately one escaped, Des managed to tackle the other and held him until police arrived. They carried the culprit off to jail to meet a succession of previous charges. His partner has not been found.

This excitement at the Berghofer home (9945 - 86 Avenue) was the rude culmination of a fine day as descendants of William and Anne Sheppard were invited to tour their old house, built in 1912 and occupied by the Sheppards until 1945. Twenty kinfolk from the various branches of the family enjoyed the Berghofers' hospitality and shared memories of youth in the three story mansion.

As Des and Judy walked the last of their guests to their cars on the front street, two men apparently slipped in the back door. One picked up a meat cleaver that had been left on

the kitchen counter, and the two made their way up the main staircase. The Berghofers' three children were playing on the third floor, oblivious to the danger approaching them. Judy came back in and on hearing male voices, started up the stairs, assuming that some of the Sheppard guests had been left behind.

On seeing these two dishevelled characters, one with the cleaver in hand, Judy screamed at them to get out of her house! Obediently perhaps, they dropped the blade, rushed past her and tumbled out the back door with Des in hot pursuit. A neighbour who was out in his yard heard the commotion and joined Des in the chase. It was a simple matter for them to follow the slower of the two fugitives and run him down, as hounds would a fox. When the poor fellow finally dropped, Des had him pinned to the ground while Judy summoned the police to make the arrest.

Old W. H. Sheppard would have been proud.

The Beer Baron of Old Strathcona

Michael Tilleard

William Henry Sheppard: This gentleman is a typical representative of the spirit of the age, the spirit which leads out into new and untried fields of labor, utilizing natural resources and the advantages which the times and conditions offer in the development of large enterprises and business interests.

By the time A. O. Macrae's **History of the Province of Alberta** had been published in 1912, from which this extract is taken, William Sheppard's business acumen and entrepreneurial endeavours had already made a considerable impact on the economic life of Strathcona. In fact in 1905, at about the time Sheppard was winding down his interests in the hotel business in Strathcona to devote his time to his brewery, some business colleagues in the town presented him with a gold topped cane inscribed, "To William Sheppard on his retirement from business". What lead these businessmen to believe that he was retiring (at age 42!) is something of a mystery. What they could not foretell was that Sheppard's commercial success in the brewery business would lead eventually to his appointment as vice president of one of North America's largest brewing empires, Associated Breweries of Canada Ltd.

William Sheppard arrived in Strathcona in 1894 to become proprietor of the Raymond Hotel, an edifice of extravagant design and decor for its day, located on a site just east of the Esso station on Whyte Avenue at 105 Street. He then



Join the Old Strathcona Foundation

The old Strathcona Foundation has been working to preserve and revitalize the old town of Strathcona since 1976. We're a volunteer non-profit body supported by the City of Edmonton, and numerous corporate and private benefactors. We have an ongoing and successful program to care for one of Alberta's greatest heritage assets - OLD STRATHCONA.

We have reconstructed our membership policy and the following changes have been made. It is with regret that due to increased postage and printing costs we were forced to increase the Associate Membership to \$15.00. We have also established a common Expiry Date which is September, 1986 and includes all previous memberships. This will enable us to have a more active membership which coincides with the Foundation's fiscal year end.

All members will be acknowledged with an official income tax receipt, as well as receive a copy of our Plaindealer and announcements of upcoming events. Active, Patron and Corporate members will receive an Old Strathcona Foundation bronze pin.

We encourage all members to participate in the work of the Foundation. It is with your help that the Old Strathcona Foundation will continue to make this area successful and an enjoyable place to visit.

I would like to become a member of the Old Strathcona Foundation

- ☐ Associate Membership - \$15.00
☐ Active Membership - \$25.00
☐ Patron Membership - \$100.00 (plus)
☐ Corporate Membership - \$250.00 (plus)

Name: _____

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Phone: Business: _____

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Valid October 1, 1985 to September 30, 1986.

Please send to:

OLD STRATHCONA FOUNDATION

8331 - 104 Street
 Edmonton, Alberta
 T6E 4E9
 Phone: 433-5866



THIS "BUD" IS NOT FOR VIEW

When William Sheppard applied in 1909 to register the Capitol beer label as a trade mark, he didn't anticipate attracting the attention of lawyers for the giant Anheuser Busch Brewery of St. Louis. But comparing the two labels, Capitol beer label above, and Budweiser beer labels, does reveal good grounds for litigation. In 1911 an injunction was granted against the Edmonton Brewing and Malting Company for using labels imitating the famous Budweiser bottles. In handing down his decision Mr. Justice Stuart made only one, beautifully wry, comment in defence of the Edmonton brewery's action: "Persons drinking beer are not in the mood to examine documents, as a rule".

NEXT ISSUE

What We Wore in '94

In our winter 1986 Plaindealer, we'll look at the clothing styles and commerce of Old Strathcona. Two old South Edmonton family businesses, Chapman Brothers and LaFleche Brothers will be highlighted and we'll talk with some of the people associated with the rag trade, past and present.

In Strathcona's early days, before high fashion was available "off the rack", a seamstress would virtually move into a family's home. For up to two or three weeks, she would work to make clothes for them all, especially fine dresses for the wife and daughters. If any of our readers remember one of these hardworking ladies, please contact the editor, Rob McDonald at 433-5866.