

Use Of Aluminum Cans Boosts Breweries Sales

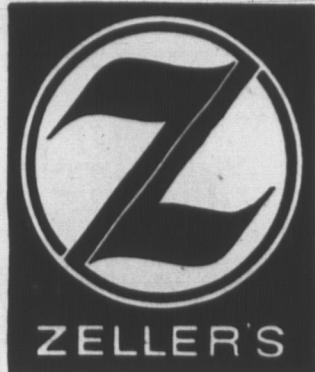
By PIERRE VENIOT
 HALIFAX (CP)—A new idea in packing introduced by Maritime breweries early this year has boosted volume sales to new peaks.
 Consumer response to aluminum cans has not only increased brewery sales but also geared the new \$2,500,000 Maritime Cans Ltd. plant in neighboring Dartmouth to maximum production.
 "Aluminum is more attractive due to a lack of seam and a

more graceful shape," says Production Manager Bruce Oland of Oland and Son Ltd., which purchases 180,000 flip-top cans a week. "It is also rust-proof and chills faster."
 Mr. Oland says sales of beer and ale in aluminum cans have risen to 12.5 per cent from 6.5 per cent of total output in the annual 500,000,000-barrel Mar-times market.
 He says the aluminum pint cans—introduced to Canada by the Halifax-based firm—offer

the consumer extra convenience by eliminating use of an opener occupying less storage space and facilitating disposal.
CANS CUT COSTS
 The light cans reduce company shipping costs and plant storage space but cannot be reused like quart and pint bottles which captured most of the market.
 Ken Easton, plant manager and brewmaster and Moosehead Breweries Ltd. in Dartmouth, finds use of aluminum cans "quite significant" in an 11-per-cent sales increase.
 Mr. Easton says his plant is purchasing about 8,000,000 to 10,000,000 cans a year. A can costs 4.5 cents, one cent less than a pint bottle.
 "We have cut down on costs by eliminating sanitation processes... and saved on shipping costs because of the lighter weight of aluminum."

Aussie Heiress Is Wed To MP
 MELBOURNE (AP)—Australia's richest girl, Diana Knox, 20, heiress to a \$10,000,000 meat fortune, married Adrian Gibson, 29, a Liberal member of Parliament Saturday.
 The elite of Australia's social world pushed through a crowd of 500 to get into St. Columbo's Anglican Church in suburban Hawthorn for what the press called "Australia's wedding of the year."

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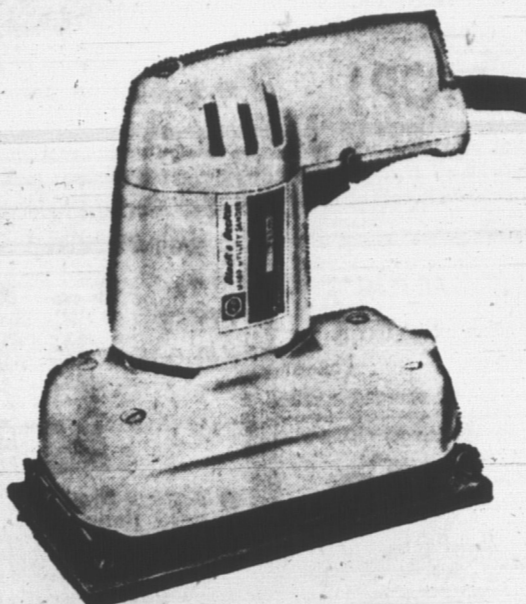
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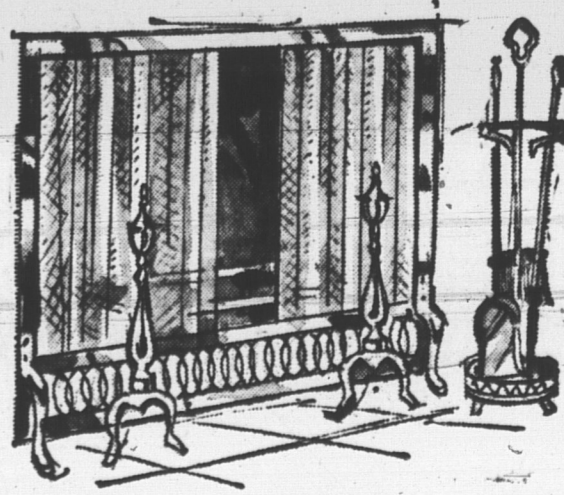
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