

The per capita consumptions top thirty-two gallons a year in both countries. Behind them are Belgium, Australia, Luxembourg, Ireland, Denmark, New Zealand, East Germany, the United Kingdom and Austria.

Canada comes in twelfth with some nineteen gallons a head and the United States thirteenth, with seventeen. Chile is in twenty-ninth place,

with 4.4.

The consumption in Canada and the U.S. rose at a moderate but steady rate after World War II. In 1952 Canadians drank 12.85 gallons per capita and by 1973 the figure had risen to 17.96.

The highest consumption in Canada is in the Yukon, with Quebec and Ontario in second and third places. Prince Edward Island is last.

## The Founders

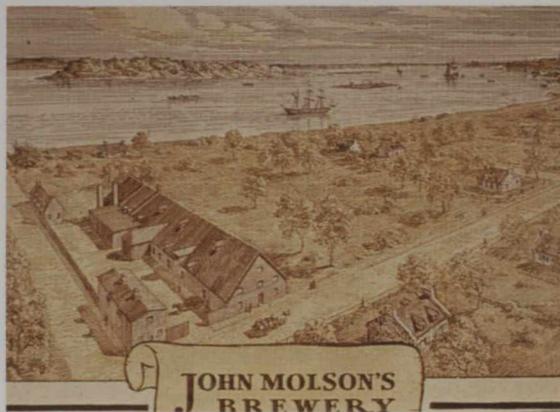
### John Molson and His Sons

"In the history of the country the name of Molson recalls the breath of steamboats, the ringing of gold pieces on the cashier's desk in the bank, the subdued whispering in the college library, the shrill whistle of the first locomotive and the great joyous cries from the stadium. With all this the Molsons have been intimately linked—often as inspirers, always as activators, rarely as simple observers—in the life of the Montreal community."

Stephen Leacock

The first John Molson had a good head for business.

In 1782 he arrived at Quebec City, age nineteen, and went almost immediately to Mon-



*An artist's rendition of Molson's original brewery in the late 1700's. The company's present Montreal brewery is located on the same site.*



*Molson's president, Eric H. Molson, is a sixth-generation descendant of the company's founder and a master brewer.*