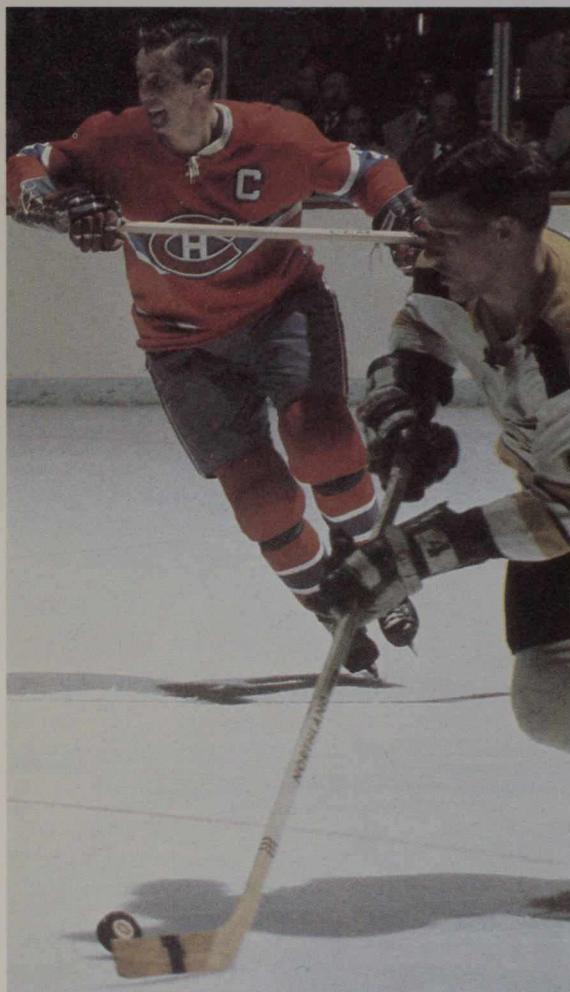


the back of his calf. As the hardware merchant was certainly not lousy, this gesture was assumed to be hereditary; as such, it cleared the grandfather's reputation from all suspicion of uncleanness. The merchant's son raised the family one notch higher. He went to college, did well, and now was laying the foundations of a solid career in the administration in Ottawa. Perhaps he might even rise to cabinet rank and make us all proud, for rumour had it that the Prime Minister's eye was on him. Incidentally, he was never seen to scratch himself at all."

Jean Beliveau

OC 19/12/69



Jean Beliveau, a legend in his youth, a miracle of modesty and, perhaps, the best hockey centre who ever lived, is also a good executive.

In 1953 when he was on his way up from the Quebec Aces to the Montréal Canadiens, Molson's Brewery signed him up casually for an off-season sales promotion job. After his first public relations tour, he offered successful proposals to improve organization and sales in the towns he had visited. He has been involved in sales and promotion ever since.

As the years went by, he shared the glory of the Canadiens' great teams with Rocket Richard and Doug Harvey, outlasted them, and became team captain and the perennial hero of the citizens of Montreal.

After many a Stanley Cup he retired from hockey in 1971 and now is vice-president for corporate affairs for the Canadiens, continues to do some work for Molson's and serves on several boards of directors.

Yousuf Karsh

OC 22/12/67

Yousuf Karsh was born a Christian in Armenia in 1908 when the Turks were killing Armenian Christians. His family fled to Syria, and when he was 17 he went to Canada to live with his Uncle George Nalcash, a photographer in Quebec. He learned his uncle's trade, and in 1939 he was summoned to the Citadel in Quebec City by Prime Minister William Lyon Mackenzie King to photograph President Franklin Delano Roosevelt, who was visiting. When Winston Churchill came to Canada in 1941, King arranged another picture taking. The result shows a belligerent Churchill glaring like a bulldog about to bite Karsh who, according to the legend, had just snatched his cigar. The picture changed the photographer's life. He was soon in London taking shots of H. G. Wells, Lord Beaverbrook, Clement Attlee, the Archbishop of Canterbury, King Haakon of Norway, Jan Masaryk and King George VI. He has admired most but not all of his subjects.

