

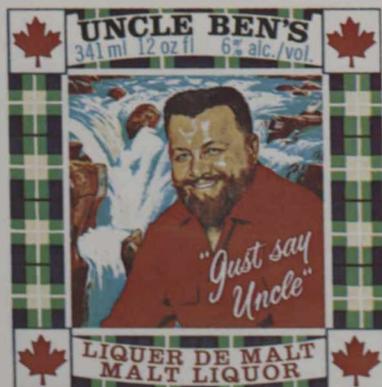
the Simcoe Street brewery which had burned down. In 1853 Labatt bought out Eccles and renamed the company Labatt's Brewery. In 1866 Labatt died and his son John, who had picked up a recipe for India Pale Ale in West Virginia, took over.

**Eugene O'Keefe:** Eugene O'Keefe came to Canada from County Cork in 1832 at the age of five. He grew up and became first a banker and then, in partnership with Patrick Cosgrave, a brewer. In 1862 Cosgrave left to form his own brewery and O'Keefe became the sole proprietor of O'Keefe and Company. It was the first company in Canada to produce lager as well as ale and porter.

**John James Dunn Oland:** John Oland and his wife Susannah came to Halifax from England in the early 1860s. John helped to organize the Intercolonial Railroad in Nova Scotia and Susannah taught her sons how to brew brown October ale. This led naturally to the establishment of the Army and Navy Brewery at Dartmouth, with John in partnership with one Capt. DeWinton. John managed the plant, producing "good saleable ale and porter," and when he died Susannah took over, bought out her partners and renamed the company S. Oland & Sons & Company.

**George B. Oland:** After the Halifax explosion in 1917 destroyed the Oland brewery, Susannah's grandson George took his share of the insurance money to Saint John, New Brunswick, where he established the forerunner of the Moosehead Breweries. The other Olands rebuilt the Halifax brewery, and the two branches of the family were rivals for the Maritime market until 1971 when Labatt bought out the Oland Brewery in Halifax. George's son and grandsons now run the Moosehead Brewery, which remains totally family-owned.

**Ben Ginter:** Ben Ginter, a former bulldozer operator from Prince George's, British Columbia, has also been involved in pulp mills, logging and newspaper publishing. He is Canada's most recent brewer, having started in 1971. *Uncle Ben's* is brewed and sold in Alberta. Its label carries a picture of bearded Ben himself in a bright red shirt. *Old Blue* is exported to the U.S.



Ben Ginter

## A Variety of Suds

In addition to its national and international breweries such as Molson's, Labatt's and Carling O'Keefe, Canada has a good many regional independents. Beer cannot be sold across provincial lines—a company must have a brewery in a province in order to sell within that province.

Together the nationals and independents produce more than a hundred different labels, including *Duffy's Stout*, *Alexander Keith's India Pale Ale*, *Kiewel's Ale*, *Kakabeka Cream Lager*, *Haw Eaters' Brew*, *Ten-Penny Old Stock Ale*, *Gentle Ben Beer* and *Pelissier's Banquet Ale*.

Some 155,000 men and women work for 44 breweries in 350 communities, and about 65,000 others are involved in selling, offsale and on.

## The Great Post-War Expansion

The big Canadian breweries expanded mightily after World War II, and the most spectacular expansion involved Labatt's.

In 1953 John Labatt Ltd. bought Shea's Winnipeg Brewery Ltd. and a controlling interest in Kiewel's and Pelissier's. In the fifties and sixties it acquired Lucky Lager Breweries in British Columbia and Bavarian Brewing in St. John's, Newfoundland.

In 1964 (their most active year) the Labatt family sold thirty-nine per cent of the company shares to Joseph Schlitz Brewing Company (Schlitz was later bought out by a Canadian group), and the company was reorganized as Labatt Breweries of Canada, Ltd. In the same year Labatt joined Allied Breweries of Great Britain, Pripp Breweries of Sweden and Unibra of Belgium as partners in an international company which would brew and market a beer called *Skol* around the world.

In 1971 Labatt's acquired Oland and Son Ltd.'s breweries in Halifax, Nova Scotia, and Saint John, New Brunswick, and in 1973 Labatt and Brascan joined with a Portuguese group to produce *Skol Caracu* in Brazil.

## Some Simple Beery Dishes

**Montreal Mushrooms:** Remove the stems from one pound small white mushrooms and place the mushrooms in a large jar. Combine 2/3 cup olive oil, 1/3 cup beer, 2 tablespoons lemon juice, 2 tablespoons instant minced onion, 1 tablespoon chopped parsley, 1/4 teaspoon crushed oregano, 1/4 teaspoon crushed salad herbs, 1/2 teaspoon